

Portaltech to Deliver eCommerce Business Success For Bombay Duck Using hybris://QuickLive

London, 06 August 2009: Portaltech, a leading UK eCommerce Systems Integrator and Consultancy, today announced that it has secured the contract to provide the technology platform underpinning the eCommerce business of Bombay Duck (www.bombayduck.co.uk), a rapidly growing SME retailer. Bombay Duck will migrate its existing eCommerce system to the hybris://QuickLive platform, which has been developed by Portaltech on the market leading hybris eCommerce platform (www.hybris.com).

Laura Bates, Managing Director of Bombay Duck, said: "Since we launched the company in 1993, we have built a very stable B2C and B2B business, creating a loyal customer base which shares our passion for design with an original and exuberant style." She continued, "Our aspiration now is to take the business to the next level in terms of growth and maturity and to do this we have spent a number of years investing in new back office systems to support our future plans."

As part of this process, Bombay Duck assessed the suitability of its existing eCommerce platform to underpin its current and future plans. Recognising the need for a more stable, flexible and scalable solution that could adapt to the company's changing requirements, the team undertook a rigorous assessment of ten of the market's leading eCommerce platforms. It measured each system on its ability to meet the company's need for future proof technology, cost benefits, user functionality and experience, administrative functionality, look and feel, cultural fit with the implementing partners, interfacing, project management and ongoing support.

"We were specifically looking for a partner who had a proven track record in being able to deliver a solution to support both our B2B and our B2C eCommerce businesses. Not only was Portaltech able to demonstrate this through its work with customers such as Long Tall Sally and Premier Farnell, but it consistently scored the highest points across all the areas of our test criteria," Bates explained.

Andrew Walker, CEO of Portaltech, commented: "The current economic climate is proving to be especially challenging for the commerce industry, and retailers of all shapes and sizes are faced with the challenge of maintaining and growing their customer base. Bombay Duck is a visionary retailer that recognises the importance of investing in the right eCommerce technology to ensure that its system will support its current and future requirements. We are delighted to be able to support it in implementing a best of breed solution which will bring the company the greatest value and results to their business."

The hybris://QuickLive solution with the market leading, award-winning hybris platform as the underlying technology, provides retailers with a strategic platform to enable and drive their online business.

About Bombay Duck

Bombay Duck is a leading gift and home accessories brand. Its in-house design team creates original, inspiring and exclusive collections that are sold in more than 1000 stores and enjoyed in countless homes around the World, including the US where it appointed a distributor in 2008.

It prides itself on its customer care and takes great pride in its friendly and efficient service and in exceeding the expectations of its customers.

About Portaltech

Portaltech is a business and technology consultancy that focuses on the design, implementation, integration and support of eCommerce solutions. It works with its customers to gain a deep understanding of their market space and business challenges so that it can develop transactional applications and web sites that deliver real business benefits. Portaltech measures its success through the delivery of an on-time, on-budget solution and on the increased revenues and cost savings that these solutions generate.

As an eBusiness consultancy with unique cross sector experience gained in online and multi channel environments Portaltech's proposition is unrivalled in the UK. It works on business and technology initiatives for a range of leading brands and companies both large and small.

About hybris

hybris is a leading vendor of multi-channel commerce and communication software. Its clear vision about the need for consistency, co-ordination and personalisation of

information across all channels and throughout all phases of the customer lifecycle has resulted in the development of an integrated solution which supports the industrialisation and automation of communication, sales and support processes. It is spearheading innovation in this field, enabling businesses to communicate and sell across all channels in a consistent and effective way.

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