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## **QuickLive Lifetime offers unique "pay as you grow" scalable integrated eCommerce and marketing services platform**

PRESS RELEASE

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***QuickLive Lifetime provides the only fully scalable eCommerce platform that will allow an online business to grow from software-as-a-service (SaaS) entry level to multi-million SKU enterprise ownership without the need for costly re-platforming***

***QuickLive Lifetime enables businesses to standardise on best-in-class solutions from the outset***

***Unique stepped approach to licensing, implementation and business services fills a gap in the eCommerce marketplace***

QuickLive Lifetime 'powered by hybris', a new integrated eCommerce and marketing services platform will be launched tomorrow at E Commerce Expo 2009. QuickLive Lifetime enables businesses to standardise on cutting-edge eCommerce solutions and marketing services from the outset. It provides businesses with the flexibility, functionality, scalability and ability to customise as required to accommodate future growth. It enables them to respond to market and consumer demand as the organisation moves along the 'maturity curve' without the need for costly re-platforming. QuickLive Lifetime was developed jointly by hybris ([www.hybris.com](http://www.hybris.com)), a leading multi-channel commerce and communication software vendor, LBI Technology ([www.lbi.com](http://www.lbi.com)), the Technology Division of the largest full-service digital marketing and technology agency in Europe, and Portaltech ([www.portaltech.co.uk](http://www.portaltech.co.uk)), a leading UK eCommerce systems integrator and consultancy.

QuickLive Lifetime is offered either on a SaaS or software ownership basis and supports both B2C and B2B cross channel commerce requirements for businesses of all sizes. The highly configurable platform offers rapid implementation and significantly reduces the cost of ownership overall.

It will enable start up businesses to invest in a fully managed, low-entry, low risk solution but will also support the need for customisation as the business grows, without the costly move to a software ownership model. Improved response times, increased capacity for range extension and the introduction of cross-channel capabilities can easily be managed through the virtualised hosting model giving businesses more power, when they need it. Large scale businesses will be able to move from a fully managed to a self managed environment, as they reach maturity. Different ways to maximise service and minimise costs might be considered but re-platforming will not be necessary. The organisation will be able to protect existing configurations and customisations and move to software ownership with an investment in a hybris enterprise level licence.

This "stepped" approach to licensing, implementation support and business services is offered with a scalable fixed monthly fee to fledging businesses and mature organisations alike. This model can be used throughout the eCommerce lifecycle, with customisation, implementation, support and maintenance provided by Portaltech and the virtualised hosting environment together with design and online marketing services - including Web design, SEO, content management, CRM, merchandising and Web analytics - provided by LBI Technology.

Andrew Piscina, UK Country Manager for hybris, said; "We are delighted to be working with LBi Technology and Portaltech to enable businesses to invest in their preferred eCommerce platform and benefit from sophisticated marketing services from the first day of trading. We are pleased to be able to offer a clear growth and migration path from a fully managed hosted solution for start-ups to software ownership on an enterprise scale. We are confident that QuickLive Lifetime will prove to be an extremely attractive proposition for organisations which may be starting small and want to minimise risk but have big plans for the future and want to take advantage of next generation customer experience technologies and services from the outset."

John Williams, Chief Technology Officer at LBi Technology said; "The QuickLive Lifetime service is a unique offer that allows a business the control, flexibility and functionality changes to drive the growth of revenue within a SaaS "pay as you grow" model. Buying an eCommerce platform is like getting onto the property ladder. In the past, businesses have left behind their investments in SaaS solutions and had to pay huge premiums to set up dedicated platforms that they can shape to their business needs. QuickLive Lifetime solves this problem. LBi is able to deliver world-class hosting and a full range of digital marketing services to complete the service."

Andrew Walker, CEO of Portaltech, said; "The collaboration with LBi Technology and hybris to deliver QuickLive Lifetime as a stepped SaaS solution not only provides a future proof eCommerce strategy but provides a complete business solution for organisations that want to make fast and successful entrances into the online world, building brands and creating excellent customer experiences that will attract and retain customers in the long term."

- ENDS -

Note to Editors:

John Williams, Chief Technology Officer at LBi Technology will be talking about QuickLive Lifetime and the benefits of joining 'the eCommerce property ladder' at E Commerce Expo on Wednesday 21 October at 11.00am in the Multi Channel Retailing Theatre.

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**About hybris**

<http://www.hybris.com>

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.

Established in 1997, hybris has a proven track record of profitability and growth, with ambitious expansion plans for the future. Headquartered in Munich, it has offices in the UK, Netherlands, Switzerland and Sweden. Its international presence is extended via a dedicated network of business and technology partners across Europe and the USA. It has over 150 customers worldwide running more than 1.500 websites "powered by hybris". Customers are global brands from retail and manufacturing industries, including: Toys 'R' Us, Adidas, Pirelli,

Conrad, Norgren, Lufthansa, Reebok, Grundfos, Demag, Sika, Bunzl UK & Ireland, Phonak, Waterstone's and Rexel.

#### **About LBi Technology**

<http://www.lbi.com>

LBi Technology Division is a division of LBi which is a global digital marketing and technology agency, blending insight, creativity and expertise to solve business problems. The largest full-service agency of its kind in Europe, LBi provides the full range of digital capabilities including: digital strategy, branded content, service design, media, CRM, technology, managed hosting and support services. The Company employs over 1,600 professionals located primarily in the major European, American and Asian business centers, including: Amsterdam, Atlanta, Berlin, Brussels, London, Milan, Mumbai, New York, Paris and Stockholm. LBi is listed on NASDAQ OMX in Stockholm and NYSE Euronext in Amsterdam.

#### **About Portaltech**

<http://www.portaltech.co.uk>

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 spaces and business challenges so that it can develop transactional applications and Web sites that deliver real business benefits. Portaltech measures its success through the increased revenues and cost savings that these solutions generate.

As an e-business 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, including: The Body Shop, Long Tall Sally, The Royal Mail, Premier Farnell, Sony and Vodafone.