

Release

HCL Technologies Partners with hybris to Provide Integrated Omni-Channel Solutions

New alliance will enable global B2C and B2B businesses better leverage customer spend and sales opportunities

Munich/Noida – February 21st 2013 - [HCL Technologies](#), a leading global IT services provider today announced a global alliance with [hybris](#), the world's fastest-growing commerce platform provider ranked "leader" by leading global analyst firms. This partnership will strengthen HCL's portfolio to provide end-to-end omni-channel commerce solutions and integration services to its customers worldwide. It will also enable hybris to leverage HCL's footprint in the Digital Media commerce market, its long-term relationships with many leading global businesses and infrastructure in markets in regions such as the Middle-East.

This combination of HCL's domain and technology expertise, along with hybris' market leading commerce platform, will help business decision makers change the game by improving the quality of the customer buying experience, thereby extending brand loyalty and spend. As part of the partnership, HCL will co-create customised solutions, tools and storefront accelerators based on the hybris Commerce Suite that focus on vertical segments such as Consumer Products, Media, Entertainment, Retail, Telecom and Manufacturing.

"We are pleased to join hands with hybris as a strategic global alliance partner" said, **Sanjeev Nikore, Sr. Corporate Vice President & President, Consumer Services and Manufacturing, HCL Technologies**. "As digital commerce growth continues in our customers' businesses, they are looking for global partners who can not only provide value centric solutions to further accelerate this growth, but also help drive consistent, personalized customer experience across channels. hybris' state-of-the-art commerce platform along with our domain expertise, solutions and storefront accelerators will help us enable omni-channel transformations across a number of key vertical industries."

Speaking about the alliance, **Frank Schoutissen, Vice-President Channel at hybris**, said; "The alliance with HCL Technologies is a real asset to us, especially given the company's strength in vertical markets such as Digital Media and in regions such as the Middle-East, as well as its portfolio of leading global brands and businesses. We are now developing joint services and solutions with HCL to help customers of both companies gain the most from their omni-channel sales operations and we look forward to seeing the benefits that these will bring."



HCL's multi-channel commerce, integration and business service experts work closely with customers across the globe to help them solve their business & technology challenges to grow through digital, global and omni-channel customer experience transformations. HCL provides a rich set of end-to-end capabilities that includes transformation of eCommerce, mobile, user experience, customer analytics, content management, social platforms, digital marketing, CRM, loyalty management, distributed order management (DOM), supply chain, MDM and real-time integration.

About HCL Technologies

HCL Technologies is a leading global IT services company, working with clients in the areas that impact and redefine the core of their businesses. Since its inception into the global landscape after its IPO in 1999, HCL focuses on 'transformational outsourcing', underlined by innovation and value creation, and offers integrated portfolio of services including software-led IT solutions, remote infrastructure management, engineering and R&D services and BPO. HCL leverages its extensive global offshore infrastructure and network of offices in 31 countries to provide holistic, multi-service delivery in key industry verticals including Financial Services, Manufacturing, Consumer Services, Public Services and Healthcare. HCL takes pride in its philosophy of 'Employees First, Customers Second' which empowers our 85,194 transformers to create a real value for the customers. HCL Technologies, along with its subsidiaries, had consolidated revenues of US\$ 4.4 billion (Rs. 23,499 crores), as on 31 Dec 2012 (on LTM basis). For more information, please visit www.hcltech.com

About HCL

HCL is a \$6.2 billion leading global technology and IT enterprise comprising two companies listed in India – HCL Technologies and HCL Infosystems. Founded in 1976, HCL is one of India's original IT garage start-ups. A pioneer of modern computing, HCL is a global transformational enterprise today. Its range of offerings includes product engineering, custom & package applications, BPO, IT infrastructure services, IT hardware, systems integration, and distribution of information and communications technology (ICT) products across a wide range of focused industry verticals. The HCL team consists of over 90,000 professionals of diverse nationalities, who operate from 31 countries including over 500 points of presence in India. For more information, please visit www.hcl.com

About hybris

hybris helps businesses on every continent sell more goods, services and digital content through every touchpoint, channel and device. hybris delivers "OmniCommerce™": state-of-the-art master data management and unified commerce processes that give a business a single view of its customers, products and orders, and its customers a single view of the business. hybris' omni-channel software is built on a single platform, based on open standards, that is agile to support limitless innovation, efficient to drive the best TCO, and scalable and extensible to be the last commerce platform companies will ever need. Both principal industry analyst firms rank hybris as a "leader" and list its commerce platform among the top two or three in the market. The same software is available on-premise, on-demand and managed hosted, giving merchants of all sizes maximum flexibility. Over 400 companies have chosen hybris, including global B2B brands Nespresso, P&G, Bridgestone, Rexel and Thomson-Reuters, as well as consumer brands Galeries Lafayette, Levi's, Lufthansa, Migros, Nespresso, Nikon and Toys'r'Us. hybris has operations in 15 countries around the globe. hybris is the future of commerce™. For more information, visit www.hybris.com

HCL Forward-looking Statements

Certain statements in this release are forward-looking statements, which involve a number of risks, uncertainties, assumptions and other factors that could cause actual results to differ materially from those in such forward-looking statements. All statements, other than statements of historical fact are statements that could be deemed forward looking statements, including but not limited to the statements containing the words 'planned', 'expects', 'believes', 'strategy', 'opportunity', 'anticipates', 'hopes' or other similar words. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding impact of pending regulatory proceedings, fluctuations in earnings, our ability to manage growth, intense competition in IT services, Business Process Outsourcing and consulting services



including those factors which may affect our cost advantage, wage increases in India, customer acceptances of our services, products and fee structures, our ability to attract and retain highly skilled professionals, our ability to integrate acquired assets in a cost effective and timely manner, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, the success of our brand development efforts, liability for damages on our service contracts, the success of the companies / entities in which we have made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property, other risks, uncertainties and general economic conditions affecting our industry. There can be no assurance that the forward looking statements made herein will prove to be accurate, and issuance of such forward looking statements should not be regarded as a representation by the Company, or any other person, that the objective and plans of the Company will be achieved. All forward looking statements made herein are based on information presently available to the management of the Company and the Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the Company. For more information, please visit www.hcl.com

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