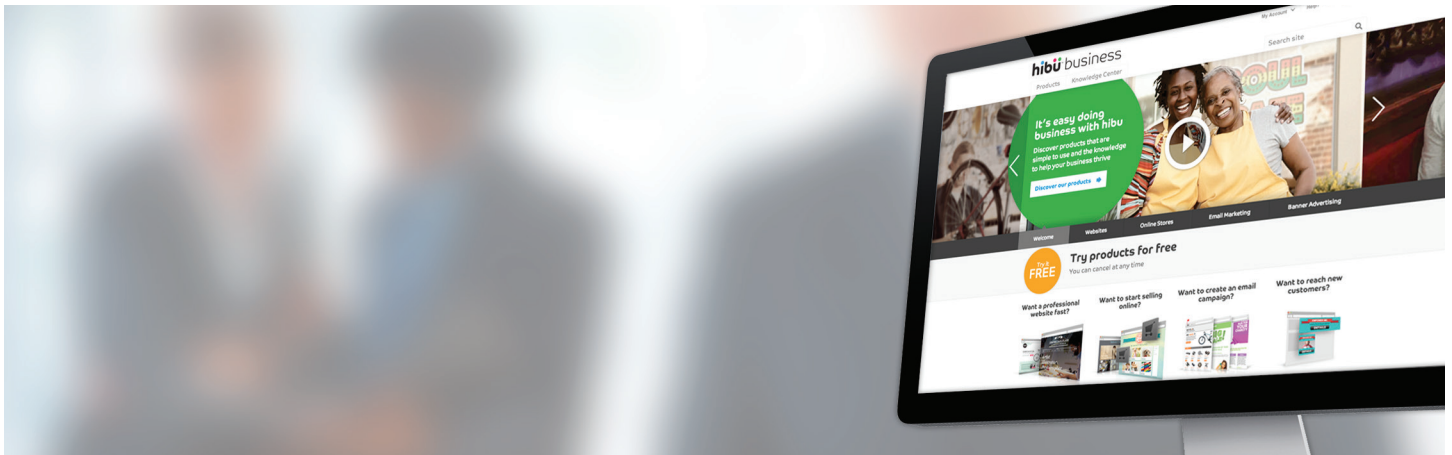


CUSTOMER SUCCESS

# HIBU BUSINESS STORE

## Hibu Launches Global Online Store to Sell Digital Solutions to Small Businesses



Hibu, formerly the Yell Group, is a growing digital solutions company that provides products and services to small and medium size businesses across the globe. In 2011, the decision was made to radically transform the business from being a leader of print and online advertising to a leading provider of digital services that assist small businesses with connecting with its customers.



### Business Challenge

Hibu was undergoing a significant transformation from a provider of print advertising to a digital solutions company and needed an effective online delivery system built for world-class customer experiences. Many of the digital products and services were new to the company and required non-traditional ways of delivering content and selling to the company's small business audience. This would require the ability to show complex product and pricing information while keeping content constantly updated.

### Solution

Hibu worked with premier UK agency, BIO, to integrate Znode's leading e-commerce platform Multifront® with Sitecore, a leading .NET content management system. The combination provides a best-in-class solution for content management and e-commerce functionality. Znode was selected because of its:

- Access to the code for any level of customization
- Integration capabilities with Siebel and SAP for master data
- Integration capability with Sitecore for web experience

Industry  
Internet

### hibu Business Store

hibu Business Store provides websites, online stores, and online marketing solutions designed to help your business connect with more customers.

[www.hibubusinessstore.com](http://www.hibubusinessstore.com)



**Results**

The combination of Znode’s Multifront ecommerce platform integrated with Sitecore CMS achieves ultimate flexibility for creating engaging customer experiences. hibu, together with BIO, were able to create a world-class destination site that allows customers to research, trial and purchase products at their convenience. Having Sitecore manage the web experience enabled users to utilize simple, do-it-yourself tools to set up products themselves or purchase services if they prefer hibu to build the website. It also provides a robust knowledge center that gives marketing and support teams the ability to manage content updates independent of the ecommerce and transactional aspects of the site giving the different teams more flexibility and less dependency on the others.

**About Multifront®**

Znode Multifront® is an industry leading ASP.NET ecommerce platform that enables you to easily build and manage hundreds of distinctly branded ecommerce storefronts using a single shared database. Using Multifront’s innovative flexible Architecture, every aspect of the online shopping experience and administration is 100% customizable.

“By extending our sales presence online, we now have greater scale and flexibility. We can attract customers who prefer to purchase and manage products online as well as allowing our sales teams to focus on building relationships with our customers. This channel allows us to rapidly bring to market new products and services as we expand and enhance our range of digital solutions.

- Laura Broderick, Chief Marketing Officer

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**About Znode**

Znode is an industry-leading ecommerce provider that enables clients to create highly relevant online experiences for shoppers. As one of the fastest growing ecommerce platforms, Znode is currently implemented in many ecommerce sites worldwide.

