

Swisscom acquires e-commerce specialist Webtiser

Swisscom is expanding its expertise in the field of customer experience with the acquisition of Swiss specialist in SAP e-commerce, Webtiser Ltd. Swisscom is one of the largest national full service providers for SAP in Switzerland. With the acquisition of Webtiser Ltd, Swisscom is completing its portfolio of offerings.

With the acquisition of Webtiser Ltd, founded in 1998, and its 40-strong workforce, Swisscom is expanding its own SAP unit to just over 440 employees. The transaction thus brings together the extensive SAP S/4HANA expertise of Swisscom and Webtiser's long-standing expertise in SAP Customer Experience. The two SAP consulting firms are a good match and, even before the acquisition, had already successfully partnered in various tenders on the market.

Concentrated SAP competence

Swisscom provides a range of SAP consulting and solution operation services to more than 280 customers. For seven years, it has operated its own SAP Innovation Center, the S/4 Transformation Factory, and, in 2016, founded S/4HANA Community Switzerland. Webtiser is one of the largest SAP Commerce experts in Switzerland, implementing and supporting e-commerce solutions for 40 customers. In cooperation with Valora, the company launched a ground-breaking project in various Swiss railway stations: app-based shopping in state-of-the-art, cashless convenience stores avec box and avec X. <https://www.webtiser.com/referenzen/valora/>

By joining forces, it will be possible to serve customers in an even more targeted manner with seamlessly integrated solutions, from SAP S/4HANA and the Analytics Cloud through to a state-of-the-art customer experience. Customers undergoing a digital transformation enjoy the benefit of a comprehensive SAP portfolio combined with a global reach and local service – all from a single source.

Commenting on the transaction, Head of Swisscom Business Customers Urs Lehner said: “The pandemic has prompted huge and swift progress in the way companies communicate with their customers. Growing numbers of customers and consumers within the B2B environment, as elsewhere, have come to expect a digital, end-to-end experience. Thanks to our acquisition of



swisscom

Press release

customer experience specialist Webtiser, we are ready to support our customers in their transformation with the best possible expertise and implementation experience.”

According to Mark Eichmann, Webtiser CEO: “Swisscom and Webtiser are perfectly matched and this step will increase our impact in the market. We see great potential for customer experience initiatives in our shared customer base. We look forward to being able to roll out development projects faster and to serve customers more comprehensively as a result of the merger.”

Berne, 10 February 2021

www.swisscom.ch/sap

webtiser

Brief profiles of the two companies

About Swisscom Business Customers

Swisscom’s Business Customers division is one of the largest integrated ICT providers for corporate customers and SMEs in Switzerland. Swisscom Business Customers’ core competencies include integrated communication solutions, IT infrastructure, IT security and cloud services, workplace solutions, SAP services, IoT as well as comprehensive outsourcing services for the financial sector and health care. Swisscom Business Customers has around 5,000 employees and serves over 2,000 corporate customers and 270,000 SMEs.

About Webtiser

Webtiser is an SAP service provider which specialises in e-commerce. Alongside its consulting services, Webtiser designs, develops and operates custom solutions for the digital sales process on the basis of SAP Commerce (formerly hybris). Webtiser was founded in 1998 and today has around 40 employees. Headquartered in Zurich, the company also has locations in Madrid and Seville. Customers include SMEs and large corporates in B2B and B2C trade and industry.