



## Avensia and the Unified Commerce Alliance (UCA) wins Microsoft partner award

Last week, Avensia, as part of the Unified Commerce Alliance (UCA), won Microsoft's Partner-to-Partner award at the yearly partner conference in Sweden. The UCA is an alliance between Microsoft, Episerver, Avensia Storefront and inRiver and helps retailers deliver consistent and optimal retail experiences both online and in-store. It was also announced that Avensia as independent software vendor has the largest co-sell value together with Microsoft of all strategic partners in Western Europe.

**Avensia Storefront** is Avensia's product offer, a completely cloud compatible e-commerce solution that enables real-time communication between **Microsoft Dynamics** retail system and **Episerver's** e-commerce and web platform. With the addition of **InRiver's** Product Information Management system, the **Unified Commerce Alliance (UCA)** solves the system puzzle for retailers. The motivation from the Microsoft jury confirms that the forming of the alliance is a turning point:

*"With its completely cloud-based solution, UCA is a gamechanger for digital transformation within retail. During the year, UCA has made a global breakthrough like no other partner-to-partner cooperation in the history of Microsoft".*

Unified commerce means that you set up your systems and your organization to create a customer experience that is **coherent across all channels**, to reach out to the right person with the right information at the right time. A **Unified commerce solution** helps retailers get there by providing them with one **single point of truth. One system serving all channels with all information.**

*"System support is an important ingredient in the e-commerce race, for retailers to be able to keep up with technology and competition, says Jörgen Bertilsson, Executive VP, Avensia Storefront AB. With a Unified Commerce system, retailers can move faster than competitors and provide a better customer experience. Modern ERP systems and e-commerce systems are updated frequently and with an intelligent setup of a Unified commerce system, retailers have immediate access to all new and trending functionality, without constantly investing in new tools".*

Marcus Gullberg, Director of Business Development, Microsoft Western Europe, shares his view on the partnership:

*"UCA have set a new standard for cooperation between partners and Microsoft, the Alliance have set records for the highest number of co-sell wins and Avensia has the highest value of independent software vendor co-sell wins in Western Europe. The success of the Alliance has been tremendous and unheard of before within Microsoft, although we are aiming a lot higher with UCA and have a lot more to do before we reach our vision".*

For more information about UCA, Avensia or the Microsoft award, please contact:

Niklas Johnsson, CEO, Avensia, +46 (0)735 550 50 03

Cecilia Granath, Marketing Director, Avensia, +46 (0)762 55 11 16

Marcus Gullberg, Director of Business development, Microsoft Western Europe, +46 (0)734082963