

BloomReach and Elastic Path launch global strategic partnership

Best of breed content and agile commerce platforms come together to provide enterprise companies a head start building modern customer experiences.

Mountain View, Calif. / Vancouver, BC -- December 6, 2017 -- BloomReach, Inc., a Leader in the 2017 Gartner Web Content Management (WCM) Magic Quadrant, today launched a strategic global partnership with Elastic Path Software Inc., a Visionary in the 2017 Gartner Digital Commerce Magic Quadrant. The partnership will bring significant competitive advantage to enterprise businesses pursuing a best-of-breed approach to customer experience and commerce.

“When you combine a leader with a visionary, you’ve got a special combination. Elastic Path’s vision for modern commerce reflects our own vision in a remarkable way”, says Chris Gardner, Director of Strategic Partnerships at BloomReach. “Their best of breed enterprise commerce platform combines perfectly with BloomReach’s best of breed DXP platform. Customers select Elastic Path because they are looking for business agility and ways to innovate. The world is changing and digital transformation requires businesses to be disruptive, staying ahead of the market - exactly the same reasons why brands choose BloomReach DXP.”

An increasing number of top brands are abandoning siloed, single-stacks for more flexible, headless content and commerce solutions that provides agility and can easily scale with their business needs. Being able to combine and integrate solutions that rank amongst the top performers in their own space enables brands to optimize and re-invent customer experiences. BloomReach’s machine learning and artificial intelligence capabilities, combined with Elastic Path’s advanced commerce capabilities, gives customers a head start in client engagement and brand-awareness. As early adopters, they will leapfrog industry laggards.

“The BloomReach digital experience platform is a next generation customer experience platform – agile, open, adaptive, and intelligent”, says Peter Ford, Vice President EMEA and APAC at Elastic Path. “Our combined BloomReach and Elastic Path customers will benefit from an incredibly flexible system that allows them to express their unique brand, and quickly experiment with new ways of reaching customers. We are very pleased to bring this unique combination to market.”

About BloomReach

BloomReach brings businesses the first open and intelligent Digital Experience Platform (DXP). BloomReach drives customer experience to accelerate the path to conversion, increase revenue, and generate customer loyalty. In 2016, BloomReach acquired the Amsterdam-based content management software company Hippo.

With applications for content management, site search, page management, SEO optimization and role-based analytics, BloomReach is a central location for all players who manage customer experience to come together and intelligently drive business outcomes. BloomReach’s Web Relevance Engine (WRE) algorithmically understands content and users, matching demand and intent data from across the web. BloomReach's industry-leading tools unlock the powerful creativity of humans to improve omnichannel customer experiences at scale. Together, our users and our intelligent tools generate millions of dollars of proven incremental sales.

BloomReach's portfolio of customers include: Neiman Marcus, Staples, REI, Mailchimp, and NHS. Created in 2009, BloomReach is headquartered in Mountain View, CA with offices worldwide and is backed by investment firms Bain Capital Ventures, Battery Ventures, NEA, Salesforce Ventures and Lightspeed Ventures.

About Elastic Path

Defining the future of commerce, Elastic Path develops the world’s most sophisticated API-first enterprise commerce platform. The company’s flagship product, Elastic Path® Commerce, has helped the world’s top brands generate over \$60 billion in over 170 countries. Customers from industries as diverse as travel, telecoms, publishing, software, and retail enjoy the benefits of a flexible, open architecture that drives brand-defining customer experiences, facilitates business agility, and eliminates sales channel silos. Elastic Path is a private company based in Vancouver, Canada with sales offices in the UK and US.

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