

Hippo CMS and 7P Team Up To Take On the Enterprise Landscape In the DACH Region



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Details Web Content Management (WCM) vendor [Hippo](#) and German IT consultancy [SEVEN PRINCIPLES \(7P\)](#) proudly announced their partnership today. Their collaboration brings innovative digital experiences to the enterprise landscape in the DACH Region. The partnership follows the opening of the first [German Hippo office](#) in September, demonstrating a strong commitment to serving enterprises in the region.

7P is a large solution provider and system integrator with 500 employees and 10 offices in the DACH region alone. With their high level of expertise in the field of enterprise mobility and complex enterprise cases, 7P is a great partner for Hippo to have on board. 7P's specialized experience with Java content management systems and Hippo's open and innovative character make the match a perfect fit. The partnership between Hippo and 7P is based around a shared vision of empowering customers to increase collaboration between their marketing and technical teams as they develop their online business.

"SEVEN PRINCIPLES and Hippo complement each other in terms of their combined product and service portfolio offerings," said Joseph Kronfli, CEO of SEVEN PRINCIPLES. "This partnership enables us to offer an innovative digital experience to our customers and shows the trend towards the digital transformation"

"The DACH is a major focus market for us, and very technically savvy one" notes Hippo CEO Jeroen Verberg. "We see that the German enterprise software landscape values technical craftsmanship as well as the flexibility to truly innovate. Hippo has already seen significant momentum in the DACH, with leading brands adopting our agile and interoperable technologies. We are proud to partner with 7P and look forward to together achieve even further growth in the region."

The partnership has already gotten off to a flying start with the first implementation for a large German telecom provider. There are various joint marketing campaigns planned for 2016 and 7P's current team of 5 Hippo developers will at least double next year.

Hippo CMS

Hippo B.V.
Oosteinde 11
1017 WT Amsterdam
The Netherlands

Spokespeople

Tjeerd Brenninkmeijer

CMO
 [tbrennkmeijer](#)

Digna Brand

Communications & PR
 [dignabrand](#)

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About Hippo CMS

Hippo is on a mission to make the digital experience more personable for every visitor. We're redefining the CMS space by engineering the world's most advanced content performance platform, designed to help businesses understand their visitors – whether they are known or anonymous – and deliver the content they value in any context and on any device. Together with its global network of Certified Partners, Hippo serves a rapidly growing number of enterprise clients around the world including Condé Nast, Bell Aliant, Autodesk, Couchbase, the Dutch Foreign Office, Mailchimp, Randstad, Veikkaus, the University of Maryland, NHS, 1&1 Internet, Bugaboo and Weleda.

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