

## FOR IMMEDIATE RELEASE

### **Certona Joins Demandware LINK to Provide Free, Pre-Built Integrations to Retailers**

*Pre-Built Integration between Resonance® and Demandware eCommerce Platform Enables Rapid, Low-Cost Implementation of Leading Personalization Technology*

**SAN DIEGO** – April 5, 2010 – Certona, the leading provider of real-time personalization and revenue optimization solutions for multi-channel retailers today announced that it has joined Demandware LINK, a best-of-breed technology partner community committed to removing the integration hurdles that retailers face when adopting ecommerce technologies.

As a member of Demandware LINK, Certona has developed a pre-built and approved integration to the Demandware® eCommerce Platform, dramatically simplifying the implementation process for its Resonance® personalization and revenue optimization platform in a Demandware environment.

“We’re thrilled to have Certona as a member of our LINK community,” said Jamus Driscoll, vice president of marketing at Demandware. “With the availability of a pre-built integration to Resonance, Demandware clients can now implement the industry’s leading personalization platform in a fraction of the time and money normally required for such integrations. Certona joins us in our quest to make the pain of integration a thing of the past for retailers.”

For online retailers, application integration can be as much as 50 percent of the overall cost and time of an ecommerce implementation. With the pre-built integration between Resonance and the Demandware eCommerce Platform, the typical length of time required for implementation can be reduced by up to 50 percent which translates into measurable cost and time savings for retailers. Demandware LINK integrations and accompanying documentation can be downloaded by Demandware clients and other members of the Link Partner Community at no cost through [demandware.com](http://demandware.com).

“The effort required to integrate disparate ecommerce technologies is often a huge burden on the retailer,” said Mitchell Kramer, vice president at Patricia Seybold Group. “By providing pre-built integrations to a broad choice of technologies free of charge, Demandware and its partners are providing measurable savings to customers that translate into tangible value.”

“Companies need a fully automated, multi-channel personalization solution that enhances the customer experience to increase sales, conversions and average order values,” said Meyar Sheik, CEO for Certona. “The Demandware turnkey integration with our Resonance recommendation engine enables the combined solutions to recognize what current shoppers want, all based on the visitors’ real-time browse and shopping behavior. When used together, retailers can make their online shopping experience personalized and unique for each individual shopper.”

### **About Certona**

Certona Corporation is the creator of Resonance®, the market-leading personalization and revenue optimization platform for multi-channel retailers. Resonance automates a company's ability to provide relevant, individualized experience and product recommendations in real-time, increasing average order value and revenue per visit. With seven patents pending, the "self-optimizing" system is powered by sophisticated neural networks and a portfolio of algorithms to deliver real-time product, content, and promotional offers through multiple channels - web, email, call center, point-of-sale, and mobile. Clients are typically up and running in less than a month, and include some of the most recognized online and multi-channel retail brands across all popular verticals. For more information, visit [www.certona.com](http://www.certona.com).

### **About Demandware, Inc.**

The trusted, global leader in on-demand ecommerce, Demandware revolutionizes how businesses deliver customized shopping experiences to consumers in the digital world. Only Demandware combines the on-demand ecommerce platform rated #1 by industry analysts, an open ecosystem of partners that extend the value of the platform, and measurable commitment by its employees to enabling client revenue growth. Demandware continually sets industry standards for market innovation and client satisfaction. Demandware clients include industry leaders such as Bare Escentuals, Barneys New York, Burton Snowboards, Columbia Sportswear, Crocs, Frederick's of Hollywood, Hanover Direct, Jones Apparel Group, Lifetime Brands, Playmobil and Reitmans. For more information about Demandware, visit [www.demandware.com](http://www.demandware.com), call 888-553-9216 or email [info@demandware.com](mailto:info@demandware.com).

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