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# PRESSEMITTEILUNG

Retail Tech Insights zeichnet i-ways als "Top E-commerce Services Provider in Europe 2023" aus

**Retail TOP 10 E-COMMERCE SERVICES PROVIDERS IN EUROPE 2023**

## i-ways

### The Ultimate Partner for Implementing and Scaling Digital Projects

**W**hether you are a business launching a transformative project, initiating a new venture, or entering the digital market, navigating such an evolution requires extensive knowledge and expertise in developing and implementing new business models.

This is precisely where i-ways steps in. It brings more than cookie-cutter software and goes beyond mere arms-length consulting. The company builds a bridge to client goals, functioning as a catalyst and partner in their journey towards digital excellence and business growth.

"At i-ways, we don't just respond to your needs, we anticipate them. We don't just offer solutions; we architect success stories!" says Silvio von Kruechten, Founder and CEO of i-ways.

While it is one of the trailblazers in e-commerce in the German market, i-ways stands out particularly as a marketplace expert. The company has collaborated with businesses across retail, sustainability, healthcare, and transportation, to name a few, in creating and optimizing marketplace platforms to facilitate transactions between buyers and sellers for products or services.

Recognizing i-ways' expertise, many businesses facing constraints within their existing IT systems turn to the i-ways team to guide their digitalisation journey. Whether aiding in market entry or supporting the creation of new platforms, i-ways focus is clear—understanding client goals, uncovering optimal solutions, and swiftly implementing them. Its

**Silvio von Kruechten, Founder and CEO**

**"I-WAYS EXCELS IN TAKING NEW TECHNOLOGIES AND NEW BUSINESS IDEAS FROM INCEPTION TO LAUNCH, OFFERING END-TO-END SOLUTIONS THAT EMPOWER COMPANIES TO PUSH THE ENVELOPE AND STAY AHEAD OF THE CURVE IN THE EVER-EVOLVING DIGITAL LANDSCAPE"**

**commitment to expedite the journey from conceptualisation to a fully operational solution ensures clients achieve their objectives.**

**The Rise from a Rich Heritage of Digitalisation**  
i-ways was founded by Silvio von Kruechten nearly two decades ago, during the influx of global e-commerce giants into Germany, to assist companies navigating the critical juncture in the German market's digital evolution. Today, i-ways' legacy as one of the original trailblazers is deeply woven into the fabric of the region's digital market, having guided numerous businesses to navigate and thrive in the new digital landscape.

**Expanded Digital Channels, Efficient Systems Architecture, and Professional UX/UI Design**  
In the realm of digital commerce, success hinges on perfecting and optimising three critical areas: the user interface and user experience, the backend systems architecture, and integrating with diverse digital distribution channels. i-ways, with its extensive experience and custom-built CRM Connect integration framework, bridges this gap for companies like Medion and Panda.Black, expanding sales distribution channels to reach more online marketplaces, improving efficiency of the tech stack, and tapping into new global audiences.

While backend efficiency remains imperative, the spotlight is increasingly on frontend UX/UI as a critical differentiator. "In the evolving e-commerce landscape, two critical facets define success: clear brand identity and best-in-class user experience. Crafting an optimal shopping experience hinges on the synergy of these elements. As the market becomes increasingly crowded, the role of UI and UX design cannot be overstated," says Justin Hwa, interim Chief Sales & Marketing Officer.

While many companies have internal resources to continuously improve their UX/UI based on their customer insights data, partnering with i-ways brings a distinct advantage. With a rich history of collaborating with companies across a variety of industries, from the likes of eBay to Fishbase, i-ways offers a wealth of experience in optimising UX. Its expertise goes beyond individual customer interviews; it encapsulates a global understanding of user behaviour and preferences. For i-ways, a powerful user experience not only optimises for an efficient and secure transaction, but also intuitive and delightful user interactions in order to bring greater long-term brand value and customer loyalty.

In the dynamic digital environment, where customer expectations are paramount, i-ways excels not just in the

**backed but in crafting the critical differentiator — a compelling and intuitive user interface.**

**From Ideas to MVPs, i-ways' Innovation Journey**  
Acknowledging the imperative of innovation in digital commerce, i-ways is deeply committed to not only ensuring success in the current market but innovating for tomorrow. i-ways excels in taking new technologies and new business ideas from inception to launch, offering end-to-end solutions that empower companies to push the envelope and stay ahead of the curve in the ever-evolving digital landscape.

**"CLIENTS OFTEN COME TO US WITH CHALLENGES TIED TO THEIR EXISTING IT SYSTEMS, WHETHER IT'S SELLING ON ONLINE MARKETPLACES OR ESTABLISHING NEW ONES. WE SPECIALISE IN BRIDGING THESE GAPS AND ENSURING SEAMLESS INTEGRATION INTO DIGITAL ECOSYSTEMS"**

Even global giants and e-commerce pioneers like eBay have recognised the need to innovate and develop its presence across different niches and markets to accelerate growth. They turned to i-ways as its innovation and development partner in a "tech-as-a-service" approach, minimizing internal resource utilisation. i-ways developed, delivered, and operated eBay's innovation projects end-to-end, helping generate millions in incremental sales and over-achieving new customer acquisition goals during its first full year of operations.

By adopting an end-to-end approach, i-ways empowers businesses to innovate without the constraints of traditional development processes and internal resource limitations.

**Conclusion**  
In the realm of digital transformation, i-ways emerges not merely as a service provider but as a strategic partner for businesses navigating the intricacies of the digital landscape. Grounded in a legacy of digitalisation, coupled with expertise in e-commerce and marketplace innovation, i-ways is recognised as a reliable guide for those seeking a path to digital excellence and sustainable growth. **P**

**Berlin, Dezember 2023:** Die i-ways sales solutions GmbH, ein namhafter Akteur in der E-Commerce-Branche, gibt stolz bekannt, dass sie kürzlich von Retail Tech Insights als „Top E-commerce Services Provider in Europe 2023“ ausgezeichnet wurde.

Diese angesehene Auszeichnung von Retail Tech Insights ist ein Beweis für das unerschütterliche Engagement von i-ways für Exzellenz und Innovation in der sich ständig weiterentwickelnden E-Commerce-Landschaft. Die Auszeichnung unterstreicht das Engagement des Unternehmens für die Bereitstellung modernster Lösungen und außergewöhnlichen Service und positioniert i-ways unter den führenden Anbietern, die die Zukunft des digitalen Handels in Europa gestalten.

Die Auszeichnung spiegelt das anhaltende Engagement von i-ways wider, an der Spitze der Branchentrends zu bleiben und innovative Dienstleistungen anzubieten, die es Unternehmen ermöglichen, auf dem digitalen Markt erfolgreich zu sein. Der kundenorientierte Ansatz des Unternehmens und sein

Engagement, die Erwartungen der Kunden zu übertreffen, haben eine entscheidende Rolle bei der Sicherung dieser geschätzten Auszeichnung gespielt.

Während i-ways diesen Meilenstein feiert, dankt das Unternehmen seinem Team für seinen unermüdlichen Einsatz und seinen Kunden für die fortgesetzte Partnerschaft. Das Unternehmen freut sich darauf, diese Anerkennung zu nutzen, um seine Position als Marktführer im Bereich E-Commerce-Dienstleistungen weiter zu stärken.

Weitere Informationen zur i-ways sales solutions GmbH und ihren preisgekrönten E-Commerce-Dienstleistungen finden Sie unter [www.i-ways.net](http://www.i-ways.net)

Award Seite: <https://ecommerce-europe.retailtechinsights.com/vendors/top-e-commerce-services-companies-in-europe.html>

Profil Seite: <https://www.retailtechinsights.com/i-ways>

### **Über i-ways sales solutions GmbH:**

Mit über zwei Jahrzehnten Erfahrung in digitaler Technologie und Marktplätzen ist i-ways ein vertrauenswürdiger Partner für Unternehmen, die transformative Projekte steuern, Unternehmen gründen und in neue Märkte expandieren möchten.

i-ways war aus erster Hand Zeuge der tiefgreifenden Chancen, die Märkte und Technologie wirtschaftlich, sozial und persönlich eröffnen können. Ihre Mission ist es, mehr Unternehmen in die Lage zu versetzen, solche Innovationen zu verfolgen und umzusetzen.

### **Über Silvio von Krüchten, CEO:**

Silvio von Krüchten ist CEO der i-ways sales solutions GmbH, einem 2002 gegründeten globalen Unternehmen für digitale Vertriebslösungen. Mit einem Hintergrund in der Wirtschaftsinformatik leitet er ein Expertenteam, das sich auf die Digitalisierung von Unternehmen weltweit spezialisiert hat.

Vor kurzem hat i-ways seinen Fokus auf Impact-Projekte verlagert und Technologie für soziale und ökologische Initiativen eingesetzt. Silvio von Krüchten betont das Engagement des Unternehmens für Nachhaltigkeit und positive Beiträge für die Gesellschaft. Inspiriert durch eine Zusammenarbeit mit dem NHS während COVID-19 zielt i-ways darauf ab, wirkungsvolle Projekte umzusetzen, die auf die UN-Nachhaltigkeitsziele abgestimmt sind. Insbesondere unterstützen sie das Ziel Berlins, bis 2030 klimaneutral zu sein.

**Für Medienanfragen wenden Sie sich bitte an:**

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