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PRESS RELEASE

Retail Tech Insights recognizes i-ways as the "Top E-commerce Services Provider in Europe 2023"

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

i-ways

The Ultimate Partner for Implementing and Scaling Digital Projects

Whether 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 adding 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 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 Churn 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 factors 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 Fehmann, 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 backend 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.

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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. eBay 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. It's

Berlin, December 2023: i-ways sales solutions GmbH, a distinguished player in the e-commerce industry, proudly announces its recent acknowledgment by Retail Tech Insights as the "Top E-commerce Services Provider in Europe 2023."

This esteemed award from Retail Tech Insights serves as a testament to i-ways's unwavering commitment to excellence and innovation within the ever-evolving e-commerce landscape. The recognition highlights the company's dedication to providing cutting-edge solutions and exceptional service, positioning i-ways among the leading providers shaping the future of digital commerce in Europe.

The award reflects i-ways's ongoing commitment to staying at the forefront of industry trends and providing innovative services that empower businesses to thrive in the digital marketplace. The company's customer-centric approach and dedication to exceeding client expectations have played a pivotal role in securing this esteemed accolade.

As i-ways celebrates this milestone, it expresses gratitude to its team for their tireless efforts and to its clients for their continued partnership. The company looks forward to leveraging this recognition to further strengthen its position as a leader in the e-commerce services sector.

For more information about i-ways sales solutions GmbH and its award-winning e-commerce services, please visit www.i-ways.net

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

Profile page: <https://www.retailtechinsights.com/i-ways>

About i-ways sales solutions GmbH:

With over two decades of expertise in digital technology and marketplaces, i-ways is a trusted partner for companies navigating transformative projects, launching ventures, and expanding into new markets.

i-ways witnessed firsthand the profound opportunities that marketplaces and technology can unlock economically, socially, and personally. Their mission is to empower more businesses to pursue and achieve such innovations.

About Silvio von Krüchten, CEO:

Silvio von Krüchten is the CEO of i-ways sales solutions GmbH, a global digital sales solutions company founded in 2002. With a background in business informatics, he leads a team of experts specializing in digitalizing businesses worldwide.

Recently, i-ways has shifted its focus to impactful projects, using technology for social and environmental initiatives. Silvio von Krüchten emphasizes the company's commitment to sustainability and positive contributions to society. Inspired by a collaboration with the NHS during COVID-19, i-ways aims to implement impactful projects aligned with UN SDGs. Notably, they are supporting Berlin's goal to be climate-neutral by 2030.

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