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Hama selects Lixto Software to streamline online product and market strategy

(Source: Datamonitor) Austrian web intelligence company Lixto Software has said that German consumer electronics accessory company Hama has chosen the Lixto Online Market Intelligence solution to help define and streamline its online product and market strategy.

The Lixto Market Intelligence (OMI) solution helps sales product management and marketing units to get a detailed overview of the market situation using real time data, claims Lixto.

Hama is using Lixto as a SaaS-based solution that includes pre-configured dashboards and reports. The Lixto solution provides online market data by automatically extracting, collecting and aggregating data on such things as pricing, availability and special offers, from pre-defined web sources.

This data is consolidated and visualized in an analytical application. The preconfigured dashboards and reports enable sales and marketing managers to identify important market events to turn information into action.

Anton Buhlmeier, sales manager and director of eBusiness for Hama, said: "By working with Lixto we can track the market in relevant sectors more easily and effectively. Given the vast amount of accumulated data, we needed a system that was not only powerful, but that could deliver an overview and analysis of our market in a way that was easy to read and understand, as and when we needed it."

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