

Hama Chooses Price Intelligence Solution from Lixto to Protect its Brand

Vienna, Austria/ Monheim, Germany, June 10, 2010 – Hama, Germany's leading consumer electronics and accessories specialist, is enhancing its online market intelligence capabilities with the Lixto [Price Intelligence Suite](#). The move is designed to help improve the protection of the Hama brand against fraudulent resellers in online channels.

The Lixto Price Intelligence Suite uses automated web data analysis and web data extraction technology on predefined websites to seek out pricing and other details of Hama products sold in online channels. Hama then checks these results against its own product lists and is able to respond to anyone not adhering to Hama selling guidelines. Because the Lixto solution combines [integrated business intelligence](#) with pre-configured analysis and reports, Hama can make informed decisions based on accurate and up-to-date market information.

“The range, quality of our products, along with a sound marketing strategy and strong [brand recognition](#), are essential for us to stay ahead in the dynamic and competitive world of consumer electronics,” commented Anto Buhlmeier, sales manager and head of e-business at Hama. “We have been using Lixto's Web analysis and data extraction since 2009 and now we have extended it with the new Lixto Price Intelligence Suite, which gives us even greater functionality. By keeping a very close watch on the market, we can respond quickly to events ensuring online customers are getting a genuine, quality Hama product from an authorized reseller they can trust.”

Lixto Price Intelligence – Technical Details

Hama is using Lixto's SaaS-based solution that includes pre-configured dashboards and reports. The Lixto solution also provides online market data by automatically extracting, collecting and aggregating data on such things as pricing, availability and special offers on Hama products being sold online. This data is then consolidated and visualized in an analytical application. The preconfigured dashboards and reports enable sales & marketing and channel compliance managers to rapidly identify important market events to turn information into action.

About Hama

Founded in Dresden in 1923, and since 1945 located in Bayer Monheim, Hama GmbH & Co KG is successful in the accessories and supply business of photography, video, audio, computer electronics and telecommunications. With its 18,000 products, Hama employs worldwide over 2,400 people, with 1,440 of these working at its Germany headquarters. In addition, the company has subsidiaries, distributors and production sites in Europe and overseas with about 1,000 employees.

About Lixto Software

Lixto Software empowers better decisions through extraction of specific and precise data from the web to drive operational performance and real-time competitive [price visibility](#). Lixto solutions have been adopted by companies throughout the world, including Fujitsu Technology Solutions, Hama, hotel.de, Iberostar Hotels, shopping.com, SAP, and ZF Friedrichshafen.

To learn more about Lixto's products real-time data analysis for driving operational performance visit www.lixtocom, or follow us on [Twitter](#).

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