



MHP and Spryker: Opening up contemporary sales channels and solving complex problems in modern commerce (Photo: MHP).

PRESS RELEASE

**New partnership with Spryker Systems GmbH**

20th December 2023

# MHP expands its portfolio in the area of commerce and CX

- Customers benefit from a holistic solution for new business models
- Unique customer experience in the B2B and B2C environment
- Spryker Systems is one of the leading composable commerce platforms providers of commerce platform in manufacturing and automotive

**Ludwigsburg** – The management and IT consultancy MHP is entering into a partnership with Spryker, the leading composable commerce platform for sophisticated use cases in B2B Commerce, Enterprise Marketplaces, and IoT Commerce Systems. With this, MHP is expanding its portfolio in the area of commerce and customer experience. Customers will benefit from the collaboration by being provided with a holistic solution for new or changing business models in traditional stationary and online retail. This applies, for example, to direct-to-consumer and subscription-based transactions.

MHP already provides comprehensive support to companies in creating a unique customer experience. This is particularly relevant for customers in the automotive and manufacturing sectors: With its platform, Spryker offers a universal commerce solution that can map B2B, B2C and IoT business models on a single instance. The marketplace functionality **in particular** has been repeatedly recognized by analysts as technologically pioneering and leading. Numerous preconfigured Packaged Business Capabilities (PBC) enable Spryker to provide customers with several commerce functions ready to use, activate and adapt them modularly in order to achieve a quick market launch.

Philip Vospeter, Partner Customer Platforms at MHP: "Spryker is characterized by innovative digital e-commerce solutions that offer a flexible, scalable and highly customizable platform. These features enable us to quickly react to changing market requirements, especially today. We see our partnership with Spryker as a strategic investment in the future. The shared vision of innovation, flexibility and growth makes this partnership particularly valuable for us in

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order to always provide our customers with first-class products and services and thus the best possible customer experience."

Boris Lokschin, co-founder and CEO of Spryker: "With this partnership, we provide the necessary expertise, focus and endless possibilities of transactional business models to drive excellence, efficiency and meaningful change in the automotive and manufacturing industries. Together, we are able to meet the dynamic needs of customers and deliver transformative impact."



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## About MHP

As a technology and business partner, MHP has been digitizing the processes and products of its around 300 mobility and manufacturing sector customers worldwide for 27 years and providing support for their IT transformations along the entire value chain. For the management and IT consultancy, one thing is certain: digitization is one of the biggest levers on the path to a better tomorrow. This is why the Porsche AG subsidiary provides both operational and strategic consulting in areas such as customer experience and workforce transformation, supply chain and cloud solutions, platforms and ecosystems, big data and AI, as well as Industry 4.0 and intelligent products. Headquartered in Germany, the consultancy operates internationally with subsidiaries in the USA, the UK, Romania and China. More than 4,500 MHP employees are united by their pursuit of excellence and sustainable success. It is this aspiration that will continue to drive MHP - today and in the future.

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