

# Limonetik named a "Cool Vendor" by Gartner

Based on the May 13, 2015 report\* titled, "Cool Vendors in Digital Commerce, 2015", Limonetik announced has been included in the list of "Cool Vendors".

PARIS, ILE DE FRANCE, FRANCE, June 1, 2015 /EINPresswire.com/ -- [Limonetik](#), a key player in global digital payments infrastructure and a marketplaces solution provider, announced has been included in the list of "Cool Vendors" in the Digital Commerce, 2015 report by Gartner, Inc. Companies selected for the "[Cool Vendor](#)" report by the leading analysts firm are all innovative, impactful and intriguing.



Focused on innovative players in payments, mobile, pricing, marketplaces and cloud technologies, the report evaluates vendors, products and services that enable digital commerce platforms to be more competitive. "It's an honour for Limonetik to become a Cool Vendor. We feel our inclusion in the report by Gartner is an important recognition of our efforts" said Christophe Bourbier, Chairman and Co-founder of Limonetik.

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We believe that Limonetik's nomination is the confirmation of our mission to enable customers to empower their business performance through the power of payment”

*Christophe Bourbier,  
president and co-founder of  
Limonetik*

The report also explains that “by 2018, 70% of e-commerce will move from business-to-consumer (B2C) and B2B models to models that focus on the individual customer experience”. Digital marketing, digital commerce and customer experience remain the key to accelerate business and growth. “We believe that Limonetik's nomination is the confirmation of our mission to enable customers to empower their business performance through the power of payment” develop Christophe Bourbier. “We continue to innovate while we execute on our product roadmap” explains Olivier Berthelie, CTO of Limonetik. “With our new global and innovative payment platform that responds to the specific challenges and requirements of marketplaces, providing them an easy-

to-implement solution, regionally legally compliant, with a user-friendly interface improving the consumers payment journey and experience, we will deliver a truly revolutionary solution that will change the face of the e-commerce industry and further enhance our international market position.” The information provided in the report is of value to all digital commerce professionals who are seeking new ways to accelerate their business and transform their digital commerce tactics.

\*Gartner “in Digital Commerce, 2015” by David Kohler, Chris Fletcher, Penny Gillespie, Jason Daigler,

13 May 2015

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