

SMITH and inRiver join forces to provide engaging commerce experiences for customers

The partnership between inRiver and SMITH is an ideal blend of digital strategy and implementation expertise with a best-in-class PIM solution.

CHICAGO, IL, UNITED STATES, March 21, 2018 /EINPresswire.com/ -- inRiver, the leading provider of multi-tenant SaaS-based product information management solutions, announced today a strategic partnership with SMITH, a leading global commerce agency positioned as the Architects of Future Commerce.



We strive to create immersive commerce experiences for our customers. To do that you need to start with good product information that fully supports what the customer is attempting to do.”

Ryan Heusinkveld, CTO at SMITH

The partnership combines SMITH’s deep user experience and technical digital commerce expertise with inRiver’s decade-long application development know-how in product experience management.

SMITH brings more than 20 years of focused initiatives in online commerce, grounded in a combination of technology capabilities, strategic thought leadership, and user experience design. By deploying inRiver, SMITH can present their customers with an opportunity to augment and enrich their

product information in a more efficient and customer-centric manner.

“We strive to create immersive commerce experiences for our customers. To do that you need to start with good product information that fully supports what the customer is attempting to do,” stated Ryan Heusinkveld, CTO at SMITH. “inRiver is clearly one of the market leaders in the product information management space and aligns very well with our partner ecosystem. It is a natural fit.”

Through this partnership, SMITH can present clients with a best-in-class PIM solution from inRiver combined with other best-of-breed platforms to provide the immersive product experience that digital commerce companies know their customers are seeking.

“SMITH has a differentiated approach because of their unique expertise in both UX design and system implementation,” commented Joe Golemba, Vice President of Alliances and Services at inRiver. “The team at SMITH understand that venturing into future-oriented technologies such as Augmented Reality and Virtual Reality requires a foundation that is based on perfect and complete product information.”

The partners anticipate helping existing and new customers to leverage their technology stacks in a more optimal way—increasing marketing efficiency and speeding go-to-market activities for both existing and new products.

About SMITH | The Architects of Future Commerce

SMITH is a values-driven digital transformation agency with one mission: to make buying and selling awesome. For more than 20 years, SMITH has worked in partnership with the world’s most respected B2B and B2C brands to deliver better business outcomes with design thinking and technology enablement that puts their customers at the center. Key partnerships with technology platforms including SAP Hybris, Adobe, Episerver, and Sitecore support the delivery of best-of-breed digital content and commerce experiences, while SMITH Labs builds tomorrow’s experiences with the Elements of Future Commerce, including AR, VR, AI, Conversation, and Emotion-sensing interfaces.

Offices in Gatineau, Seattle, Dayton, and Spokane service clients including AT&T, PCNA, Honeywell, Microsoft, and more. SMITH.co

About inRiver

Founded in 2007, inRiver AB is the leading provider of Software-as-a-Service Product Information Management (PIM) solutions. Our powerful, award-winning, best-in-class inRiver Product Marketing Cloud solution radically simplifies the creation, handling, and distribution of perfect product information for a world-class customer experience across all touchpoints, in multiple languages. Hundreds of customer-obsessed enterprises world-wide rely on inRiver to orchestrate the creation, packaging, and distribution of their product information. The company is headquartered in Malmö, Sweden, with offices in Chicago, London, Amsterdam, and Stockholm. Visit us at www.inriver.com.

Chelsea Camille

inRiver

3129880904

email us here

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