



EPAM and ADAM Announce Next Generation e-Commerce Solution

June 20, 2016 1:54 PM EDT



New Digital Asset Accelerator Synchronizes Products, Reduces Costs and Delivers an Increased Focus on End-User Experience

NEWTOWN, Pa., June 20, 2016 (GLOBE NEWSWIRE) -- EPAM Systems, Inc. (NYSE:EPAM), a leading global provider of product development and software engineering solutions, today announced a next generation e-Commerce solution with long-standing partner, ADAM Software, a global leader in digital asset management (DAM) solutions that specializes in creating engaging brand experiences.

As industry leaders of digital innovation, EPAM and ADAM have collaborated on joint market and sales programs and the launch of the new Digital Asset Accelerator for Hybris will further the partnership, creating more efficiencies for customers. Now, Hybris customers can easily create rich shopping experiences by integrating creative content into customer facing storefronts by using the Digital Asset Accelerator to implement premier DAM solutions that accelerate client growth, integrate with content management systems (CMS) and fully automate software customized for e-Commerce.

"The near-universal demand for personalized, omni-channel experiences across the industry has resulted in an explosion of digital asset creation as companies tailor their content to a growing number of customer segments and an expanding ecosystem of devices – all within the context of ever-evolving journeys. The production challenge is matched only by the exponential increase in operational complexity associated with the management, synchronization and distribution of these assets," said Kevin Labick, Co-head of Digital Engagement, EPAM. "Our Digital Asset Accelerator, which we developed for ADAM Software's powerful platform, gives companies the ability to manage one-to-one, multi-channel, multi-brand customer experiences across the globe, and do so with a faster time to value."

As online sales grow, leading companies recognize the importance of users having a seamless end-to-end experience across channels by blending creative assets with product information. The Digital Asset Accelerator decreases the back-end time required to list each product, generate individual SKUs, or sync DAM workflow with storefront through a nine-step process behind consumer behavior, defining the value chain of e-Commerce consumerism as pre-shop, in-shop and post-shop.

"In the last year we have seen a strong and growing demand from retailers and manufacturers that want to deliver better product experiences. ADAM Software's proven technology with EPAM's best practices and know-how deliver towards this need," says Pieter Casneuf of ADAM Software. "I am very pleased to announce that the Digital Asset Accelerator is available to download from our marketplace – ADAM Extension – today."

Together, EPAM and ADAM's Digital Asset Accelerator delivers successful implementations at record speed between platforms and engaging digital experiences for customers. For more information about the Digital Asset Accelerator, visit [ADAM Extensions](#). For more information about the product development and software engineering solutions that EPAM provides, please visit www.epam.com.

About EPAM Systems

EPAM Systems, Inc. (NYSE:EPAM), a leading global product development and platform engineering services company, is focused on delivering results through best-in-class software engineering, combined with innovative strategy, consulting and design capabilities. With 23 years of experience in the information technology industry, EPAM's 18,000 people serve our customers in over 25 countries across North America, Europe, Asia and Australia. EPAM ranked #8 in [FORBES 25 Fastest Growing Public Tech Companies](#) and ranked as a top information technology services company on [FORTUNE'S 100 Fastest Growing Technology Companies](#).

For more information, please visit <http://www.epam.com/> and follow us on Twitter ([@EPAMSYSTEMS](#)) and [LinkedIn](#).

About ADAM Software

ADAM Software is a leader in empowering enterprises to manage digital assets and product information. Our Smart Content Hub™ is used by global brands to create, manage and distribute content for world-class omnichannel customer experiences. Our customers include LEGO, IKEA, adidas, Philips, Home Depot, Mary Kay and Luxottica/Oakley among others. <https://www.adamsoftware.net>

Forward-Looking Statements

This press release includes statements which may constitute forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, the accuracy of which are necessarily subject to risks, uncertainties, and assumptions as to future events that may not prove to be accurate. Factors that could cause actual results to differ materially from those expressed or implied include general economic conditions and the factors discussed in our most recent Annual Report on Form 10-K and other filings with the Securities and Exchange Commission. EPAM undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as may be required under applicable securities law.

CONTACT: Danielle Ruess-Saltz

M: 267.978.7688

danielle_ruess-saltz@epam.com

