



Keyrus helps Linea Directa define and implement its digital retail strategy in Colombia

Medellin / Sao Paulo , November 23, 2017: Keyrus, an international player in Data Intelligence, Digital, and Consulting on the Management and Transformation of enterprises, announces the successful implementation of **Linea Directa's** first step towards digitalization, with the roll-out of an innovative, state-of-the-art, omni-channel commerce solution for PCFK/Pacifika, one of **Linea Directa's** fashion brands.

Linea Directa is a leading direct selling company in Colombia, with three fashion brands: Pacifika, Carmel, and Loguin. The company is known for its strong employee culture and innovative working environment.

Linea Directa's objectives were to define its digital transformation strategy and roadmap, and improve both its customers' experience and that of its tens of thousands of sales consultants. To help it achieve these goals, it selected **Keyrus** for its digital commerce experience, as well as its technical and functional expertise in the SAP Hybris omni-commerce solution.

"Keyrus was recommended to us by SAP for its global and regional presence, its experience, and its digital insight, as well as its ability to overcome our digital challenges", explains **Fabio Ardila Martinez**, Head of Digital at **Linea Directa**.

To support this project, **Keyrus** proposed a flexible and realistic schedule, based on a recognized agile project methodology.

The SAP Hybris solution now provides full digital insight on the entire product catalog. As well as providing online marketing materials, training and product information, it allows sales consultants to access an incentive program that aims to make them even more motivated to sell Pacifika products.

For a direct selling company like **Linea Directa**, the biggest game-changing aspects of this project were the connection it created with the end customer, and the capabilities it offers both in terms of obtaining insight into customers and personalizing their engagement, and providing support for the company's traditional channel participants within a new B2B2C business model and paradigm. Complementing the printed catalog cycle with a dynamic sales platform also provides enhanced capabilities when it comes to promoting products and launching new ones, thanks notably to the feedback possibilities and measurement speed offered by the internet, and all this adds even greater value to a fast-fashion business such as **Línea Directa**.

Keyrus's pragmatic approach has been in tune with the vision of **Fabio Ardila Martinez, who comments:**

*"Keyrus enabled us to successfully carry out our project, which went live on time. Savvy, omni-commerce experts, analytical, and hands-on are the words I would use to describe **Keyrus**, as they fine-tune payment methods on the website for the season."*

*"Working with **Linea Directa** is a unique opportunity and great experience for Keyrus", underlines **Stephan Samouilhan**, Global Vice President of **Keyrus Digital**. "Not only has it allowed us to work with a great and visionary team on a strategic roadmap for **Linea Directa's** digitalization, but with this company as a client, **Keyrus** is also increasing its foothold in the fashion/direct selling sector in Northern Latin America, and more specifically in Colombia, where we are investing in new offices in Medellin and Bogota to support our growth".*

ABOUT KEYRUS

Keyrus, creator of value in the era of Data and Digital

An international player in consulting and technologies and a specialist in Data and Digital, **Keyrus** is dedicated to helping enterprises take advantage of the Data and Digital paradigm to enhance their performance, facilitate and accelerate their transformation, and generate new drivers of growth and competitiveness.

Placing innovation at the heart of its strategy, **Keyrus** is developing a value proposition that is unique in the market and centered around an innovative offering founded upon a combination of three major and convergent areas of expertise:

- **Data Intelligence**

Data Science - Big Data & Cloud Analytics – Business Intelligence – EIM – CPM/EPM

- **Digital Experience**

Innovation & Digital Strategy – Digital Marketing - DMP & CRM – Digital Commerce – Digital Performance – User Experience

- **Management & Transformation Consulting**

Strategy & Innovation – Digital Transformation – Performance Management – Project Support

Present in some fifteen countries on four continents, the **Keyrus** Group has 2,800 employees.

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Further information at: www.keyrus.com

ABOUT LINEA DIRECTA

Founded in 1997, **Linea Directa** is one of the largest fashion retailers in Colombia, specializing in direct sales with three brands:

- Carmel: www.carmel.com.co

www.keyrus.com

- Loguin: www.loguin.com.co
- Pacifika: www.Pacifika.com

Linea Directa is a company actively seeking to build a better country, where people wake up motivated and are empowered to do their job, and where our products exceed our customers' expectations. Our team is always looking forward to learning new things and solving complex problems. We are a company permanently looking to improve millions of lives and make people happier!

For more information: www.lineadirecta.com.co

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