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## Media Alert

**SQLI**  
**DIGITAL**  
**EXPERIENCE**

# Sharp selects SQLI and Adobe for new digital commerce platform

**LONDON, UK – 2<sup>nd</sup> March 2023** - SQLI Digital Experience and Adobe have been chosen by Sharp Electronics Europe to complete an overhaul of its B2B strategic commerce platform in a multi-year project.

The new digital platform, built on Adobe Commerce, will serve both Sharp's indirect and direct sales channel business, including its IT services business, print business and solar energy business across 19 countries.

SQLI and Adobe were chosen following a competitive pitch and SQLI will be delivering the design, build and support for the new platform.

Phase one of the project involves replacing its legacy platform, Intershop, which is scheduled for completion in March 2023. The plan is then to expand that across all of Sharp's European markets and channels by the end of 2024.

As part of the business' digital transformation, Sharp has just completed the implementation of a new modern public-facing website for 19 of its European markets.

The commerce project has been described as the 'next step' in a multi-million-euro modernisation programme of Sharp's customer-facing digital platforms, with the aim of transforming the customer life-cycle experience.

Speaking about its decision to go with SQLI and Adobe, Jason Cort, director of product planning and marketing at Sharp, says, "We needed to update our systems to not only work for our customers today, but also for the future. Adopting digital technologies will boost our competitiveness and improve efficiency across Europe, but more importantly, will transform our customer experiences across the board.

"The Adobe platform will deliver a more consumer orientated user experience, which is the benchmark today, and very important to our B2B customers.

"We also have the ability to scale-up as and when the business requires. Having a robust, flexible foundation like Adobe Commerce will help us keep pace with any market changes and accelerate our growth in the future."

Looking to the future, Sharp will be looking to utilise some of the features and add-ons available to them with Adobe Commerce including promotions and loyalty.



Jonty Sutton, UK CEO of SQLI Digital Experience: “It’s a real privilege to be working with such an iconic brand like Sharp, its in-house project team and our long-standing strategic partner, Adobe. The project is well underway, and we hope, through the new platform, to make a real commercial difference to Sharp’s business in what is a crucial time for B2B businesses everywhere.”

Suzanne Steele, VP and MD for Adobe in the UK, Ireland, Middle East and Africa commented: “When it comes to digital experiences, the expectations of today’s customers are sky-high. Sharp’s new digital platform lays a strong and scalable foundation for the brand to transform its online experience, across all markets and business units.”

**ENDS**

#### **Notes to editors**

#### **About SQLI Digital Experience**

Founded in 1990, SQLI is a digital commerce and services agency with offices across Europe and the Middle East. Technical and creative thinkers, its teams bring the world’s most exciting brands to life, creating original and engaging digital experiences that drive business value and success. In 2021, the SQLI Group achieved revenue of €226m. SQLI has been listed on Euronext Paris (SQI) since 21 July 2000.

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#### **About Adobe**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).

#### **About Sharp Electronics Europe**

[Sharp Electronics Europe](#) enables small to large businesses and organisations to enhance performance and adapt for their workplaces of the future through a range of business technology products and services.

Headquartered in London, Sharp Europe serves customers in the private and public sectors, Education and Government, with a portfolio ranging from printers and advanced flat screen technologies, collaboration platforms, through to IT services.



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As part of Sharp Corporation, and with the backing of Foxconn, Sharp Europe is investing and leading the industry in new areas of technology that have the potential to change the world. It developed the world's first commercially available 8K monitor and in 2019 launched the world's first certified Windows collaboration display.

To find out more about how Sharp Europe is changing the future of work, please visit [www.sharp.eu](http://www.sharp.eu)