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Fact sheet 2024

Leading in Connected Commerce

For more than 25 years now our pioneering spirit has been influencing developments in the E-Commerce sector. For us Connected Commerce is the logical continuation of the multi-channel business, where channels become touchpoints, making it possible for us to build bridges between online and offline – always the right content, anytime, anywhere via any device.

Connected Commerce requires integrated, flexible, and seamlessly networked strategies and processes. For this purpose our interdisciplinary and agile working teams design intelligent solutions across all businesses: from consulting via the development and realization of websites, portals, online shops, and

mobile applications with relevant content, all the way to networked CRM and digital communication.

hmmh helps brands to engage with their customers, creates seamless customer journeys and multi-channel campaigns across all relevant touchpoints, develops interfaces and apps as well as landing pages and supports with tracking and monitoring for lasting business success.

The digital transformation inevitably brings changes and challenges. This results in many new opportunities for your company and your consumers. We advise and support you individually in the optimal realization of your goals.
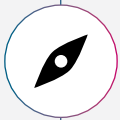
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An overview of our services

AI SOLUTIONS

We make your e-commerce platform fit for the future. Using generative AI and machine learning, we help to personalise content and support data-driven decisions.

- AI LearnLabs & Workshops
- Generative content creation
- AI-driven loyalty insights

CONSULTING

We design pioneering strategies and help you in implementing them successfully in your organization, processes and systems.

- Connected commerce and e-commerce strategies
- Agile requirements engineering & management
- Data-driven commerce analytics & KPI's

E-COMMERCE SOLUTIONS

We provide the foundation of your shop success - solutions tailored to the needs of medium-sized and enterprise customers and in the interests of your end customer.

- Innovative e-commerce platforms for B2B & B2C
- On the basis of Shopware, Magento & the SAP CX Cloud
- Consulting, design, implementation & operation

WEBSITE SOLUTIONS

We offer you agile concepts, design and implementation of user-oriented websites and web applications with modern frontend technologies.

- Concept and user experience design
- Integration-ready frontend prototypes
- CMS implementation with TYPO3 and WordPress

MOBILE SOLUTIONS

We realize mobile solutions for all interfaces - from the concept and creative design to full-stack implementation and management.

- Device-independent consulting & implementation
- Mobile application development iOS & Android
- Mixed reality, language control, LBS & chatbots

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PIM SOLUTIONS

We equip your product data and systems for all digital touchpoints. With over two decades of experience, we're your German PIM solutions partner in e-commerce.

- PIM audit & consulting
- Product data mapping & enrichment
- System configuration, roll-out & care

PRODUCT DATA SOLUTIONS

We are product data specialists and create first-class product content for all digital touchpoints from data sheets, product profiles, and product master data.

- Data Consulting
- Data Management
- Content Automation

MARKETING SOLUTIONS

We develop special experiences for your customers along the entire customer journey based on a meaningful and efficient use of your customer data.

- Next-Level-Commerce
- Marketing Automation
- Customer Data Orchestration

CRM SOLUTIONS

We develop customized, integrated CRM solutions which optimize both – your customer communication and customer processes.

- Personalized & automated marketing
- Complete transparency of customer relations
- Individual solutions based on Apache OfBiz

CONNECTED RETAIL

We connect offline and online with networked solutions, from individual touchpoints to complex backend systems and data streams.

- Expansion of customer journey at POS
- Digital signage, M-payment & indoor navigation
- Consulting, concept, design & implementation

consult · create · care

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Management

Stefan Messerknecht | Managing Partner

Björn Portillo | Managing Partner

Gerd Güldenast | Managing Partner

Marcus Person | Managing Director

Anemone Strzelczyk | Managing Director

Bastian Diedrich | Managing Director

hmmh in facts & figures

> 330 staff members,
diverse expertise in
connected commerce

7 offices
in Bremen, Hamburg, Berlin, Munich,
Poland, Switzerland & Middle East

> 30 million €
sales turnover
in 2023/2024

Selected references

OTTO bon prix it's me! SportScheck ALBA SCHAEFFLER HOLY FASHION GROUP

Deutschland Card eppendorf 1&1 Nestlé DECATHLON Tchibo

Contact us