



## ***Sigma's subsidiary Cypoint delivers technology and systems to "2010's best website"***

***– Halens' website is number one on the list according to Swedish magazine Internetworld.***

***The mail order firm Halens was ranked number 1 (of 100) in Internetworld's yearly evaluation of Swedish websites in tough competition. Via its subsidiary Cypoint, Sigma is behind the technology and system support for the year's best website.***

"Halens is a shining example of a traditional mail order firm that has embraced the Web and become even stronger," *Internetworld* writes in motivating its decision. "Halens is taking advantage of every opportunity to give customers answers to their questions and to present extensive information in an appealing and accessible manner. There are many good Swedish e-shops, but Halens has it all."

"Cypoint has been our partner and helped us with one of the central systems that are behind both our Web and print channels," says Freddy Sobin, e-commerce manager for the Halens group of companies. "They have delivered the necessary solutions for administrating product information that keep the information orderly and distribute it to, for example, [www.halens.se](http://www.halens.se) and [www.cellbes.se](http://www.cellbes.se). Cypoint's solution keeps track of which channel and which market are to have which product information and with automatic updates of assortments, languages, image versions and more. This means that we can focus more on developing the user experience at the sites."

"We are using the same product information for publication to the sites as we use for our printed catalogs, and we have entirely integrated the imagery and translation processes so that product information is always current in all markets," Freddy Sobin adds.

"Our mission in the multi-channel sector is to help our customers link together product information for distribution to or consumption from channels such as print, e-commerce sites and mobile devices," says Fredrik Lundkvist at Cypoint. "We're very happy for Halens' sake. The distinction is well-deserved."

### ***For further information, please contact:***

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### ***About Halens***

Halens AB's is one of Sweden's leading remote shopping firms and belongs to the Halens Holding AB group of companies. The group, which is Swedish owned with headquarters in Borås, has annual sales of about SEK 1.5 billion and employs approximately 600 persons in eight countries. [www.halens.se](http://www.halens.se)

### ***About Cypoint***

Cypoint is an IT consulting and outsourcing firm with operations in Stockholm, Göteborg, and Umeå, and annual sales of more than SEK 100 million. Cypoint offers solutions in e-commerce, mobile networks, portals/websites, integration and advanced infrastructures that are delivered as complete functions or services. [www.cypoint.se](http://www.cypoint.se)

Sigma är en ledande leverantör av tjänster inom IT, Management och Informationslogistik. Med nordiska kunder som bas levererar vi på en internationell marknad och fokuserar på funktionella åtaganden. Sigma är noterat på Stockholmsbörsen och har cirka 1300 medarbetare i nio länder.

