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Guidance and Demandware Accelerate Commerce Innovation with new LINK Partnership Agreement

Guidance makes it faster and easier for retailers and brands to deploy Demandware

MARINA DEL REY, Calif. (December 7, 2015) – Guidance, an award winning and widely recognized leader in commerce solutions to merchants and branded manufacturers, today announced that it has become a Demandware LINK Business Solution partner, joining an exclusive community committed to accelerating the pace of innovation and growth on Demandware® Commerce. Through the LINK Business Solution Partner program, Guidance provides customized and fully integrated commerce solutions to merchants and branded manufacturers, making it possible for Demandware clients to accelerate time to market and grow their businesses faster.

“Our retail and branded manufacturer clients rely on us to deliver highly customized and fully integrated commerce solutions with a central focus on the overall customer experience through innovative design, business strategy, accelerated growth, and a commitment to the highest quality standards in the industry. With Demandware Commerce, we can offer our clients an enterprise commerce cloud platform backed by a thriving ecosystem dedicated to transforming commerce. We are proud to be part of the Demandware LINK Partner Ecosystem as a Business Solution Partner,” said Jeff Herrera, vice president of marketing and channel development at Guidance.

The Demandware LINK Partner Ecosystem is composed of hundreds of innovative and highly skilled technology and services partners who collectively deliver Demandware clients unprecedented levels of agility, choice, and speed-to-market.

“Consumers expect seamless experiences from the retailers and brands that they are loyal to,” said Alan Bunce, senior director of product and partner marketing at Demandware. “We are excited to add Guidance and their expertise in delivering rich commerce solutions to the Demandware LINK ecosystem.”

About Guidance

Guidance delivers customized and fully integrated commerce solutions to merchants and branded manufacturers across all channels. Since 1993, national flagship retailers and consumer branded manufacturers have relied on Guidance’s expertise to facilitate more than \$5 billion in web, mobile and social commerce.

Brands such as Foot Locker, Johnny Was, Robert Graham, TOMS Shoes and others, have engaged Guidance to build more than 300 world-class, omni-channel websites and apps that captivate, engage and encourage loyalty.

Learn more at <http://www.guidance.com>.

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