

## **BroadVision Enables Hilti to Grow Online Revenues by Providing Increasingly Personalized Customer Experiences**

**REDWOOD CITY, CA – January 14, 2010** – BroadVision, Inc. (NASDAQ: BVSN), a global provider of online commerce and business social networking solutions, today announced the successful migration of Hilti's internet sales channel, Hilti Online, to BroadVision® Commerce Agility Suite 8.1. Based in Liechtenstein, Hilti is well known for providing leading technologies for the global construction industry. BroadVision, Hilti's partner for Hilti Online since 1999, plays an integral part of Hilti's growth strategy, powering its mission-critical, multi-country Hilti Online websites. The scalability BroadVision offers is required to meet Hilti's goal of generating 25 – 30% of total group revenue via its online channel by 2015.

With outstanding innovation, total quality and direct customer relations being top of its strategy, Hilti deploys the BroadVision Commerce Agility Suite™ solution as a key enabler for value-based differentiation to its online customers. Hilti recognizes the need to increase customer loyalty and bond with existing customers as well as develop new prospects – a trend identified in [a recent report](#) from the Aberdeen Group. To achieve this, Hilti needed to exceed the expectations of highly personalized online shopping experiences and reduce churn through increased online competition. Hilti launched its Hilti Online Renovation Project in order to implement an even more advanced Hilti Online platform that would maximize customer engagement and create lasting experiences.

With its strong commitment to its customers, Hilti wanted to make major innovative changes to Hilti Online based on feedback gained from more than 20,000 customers worldwide. Its goal was to deliver an outstanding online shopping experience that was modern, fast and easy to use. Using BroadVision's sophisticated software, Hilti has re-architected its multi-language Hilti Online solution, improving online performance and increasing customer personalization, all while reducing associated costs. BroadVision's easy to manage and low-maintenance online solution provides Hilti's customers with a uniquely personalized online shopping experience, while enabling Hilti to deploy additional websites quickly in new markets.

"The BroadVision team's commitment to the Hilti Online Renovation Project, and their partnership with our IT organization and my business team, were essential to the success of our migration to BroadVision's Commerce Agility Suite 8.1," stated Bettina Boison, Senior Vice President of Global E-Business at Hilti. "This new Hilti Online greatly increases our competitive advantage. Since we started launching it in October 2009, we already see higher customer satisfaction that is leading to more online sales than ever before. So far, we've converted our corporate website ([www.hilti.com](http://www.hilti.com)) and three of our key market organizations – Switzerland, Canada, and the US – to the new Hilti Online. We will continue this rollout in 2010 until all current 55 global websites have been converted."

"We are proud to count Hilti among our longstanding and loyal customers", said Pehong Chen, President and CEO of BroadVision. "As a pioneer in high-performance, customer-centric and easy-to-implement e-business solutions, BroadVision continues to innovate, providing its customers with cutting-edge websites to help them evolve their business in the face of both stiff competition as well as increasingly demanding customers."

### **About Hilti**

Hilti supplies the worldwide construction industry with technologically leading products, systems and services that provide construction professionals with innovative solutions and superior added value. The Group employs some 20,000 people in over 120 countries who passionately create enthusiastic customers and build a better future. Hilti generated annual sales of CHF 4.7 billion in 2008. Hilti's corporate culture is based on integrity, teamwork,

commitment and the courage to embrace change. The headquarters of the Hilti Group is located in Schaan, Principality of Liechtenstein.

For more information about Hilti, please visit [www.hilti.com](http://www.hilti.com).

### **About BroadVision**

Driving innovation since 1993, BroadVision (NASDAQ: BVSN) is an innovative provider of online commerce and business social networking solutions for organizations seeking to grow profitably by improving online business processes through invited participation and social interaction. Our solutions enables mission-critical e-business or next-generation organizations via business social network for global enterprises including Baker Hughes, BlueCross/BlueShield, Canon, ClubMed, EFG Bank, Epson America, Fiat, GexPro, Hilti, Honeywell, Iberia Airlines, Indian Railways Catering and Tourism Company, Lockheed Martin, Oreck Corporation, PETCO, Siemens, SINA, Sony, Thomas Cook (India) Ltd, U.S. Navy, Verifone, Vodafone, Xerox and more.

For more information about BroadVision, Inc., call 650-331-1000, email to [mediarelations@broadvision.com](mailto:mediarelations@broadvision.com) or visit [www.broadvision.com](http://www.broadvision.com).

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