

Objectiva Commerce

Rationalize, consolidate, automate, amplify



The reason for our existence...

To implement Commerce solutions that simplify and elevate B2B and Direct-to-Consumer with catalogs, commerce processes and transactions.

We design and implement Commerce solutions that solve inefficiencies, allowing you to scale across divisions, product catalogs and markets. We capture your vision, analyze dysfunction, rationalize systems and provide highly usable tools for your employees, partners, channels and end-customers.

Our passion is technology for mission-critical Commerce environments.

Who we are...

A global firm with worldwide reach. With headquarters in the US and engineering teams in China, we serve clients across the world.

- ▶ International commerce solutions development firm 200+ people strong in the US and China
- ▶ Partner to major management consulting firms and digital agencies

“We create commerce solutions that deliver on usability, functionality, process automation, data integrity and extensibility. That is our brand promise to you.”

Kim Cook, VP Commerce Practice

- ▶ Specializing in Hybris, Sitecore, EPiServer, Freestyle, Magenta, and Custom Applications
- ▶ Powerful engineering team with the full range of skills, from technical architects through front-end and back-end, integration developers and quality assurance
- ▶ Extreme technical depth in Java and .NET. Microsoft Gold Partner

Your partner - a strong working relationship...

You have a singular goal – to deliver a best-of-breed commerce solution that aligns with your client’s strategy. You need a reliable, capable and dedicated partner to help you do that. You want a partner that delivers on your goal.

We stick to what we do best – world-class commerce solution development. Through our partner network, we collaborate on substantial commerce projects that require depth, scale and technical prowess.

We help management consulting firms and agencies with B2B clients deliver outstanding, scalable technology solutions at an optimal price. Our combined US/China operation has 150+ technical architects, engineers, front-end developers and QA resources steeped in commerce.

Why China, why now...

A relationship with a firm with a China foothold is a win-win proposition. While benefiting from the quality of Chinese software engineering, you can also make inroads into the largest Commerce market in the world:

- ▶ We’re easy to do business with – we’ve been around since 2001
- ▶ Xi’an and Beijing, our development centers in China, are national centers for software development
- ▶ High-tech locations rivaling centers in the US
- ▶ Competing with the best offshore locations globally
- ▶ Limitless supply of highly qualified resources
- ▶ Strong work ethic with a dedication to excellence, CMMI5, ISO27001, PMP

Our leadership team...

Experience. Passion. Expertise.



Nasser Barghouti, PhD
Chief Executive Officer



Kim Cook, FLMI, AIRC
VP Commerce Practice



Yiping Tan, PhD
Chief Technology Officer

“The new B2B Commerce site launched flawlessly. As a result of our collaboration, clients are adopting the system faster than expected. We are seeing the benefit of our teams’ collaboration with the delivery of new functionality and a new user experience that anyone can use!”

Razorfish testimonial regarding launch of major sports footwear international B2B sites.

They’re ready to tackle the projects you want to bid on, with offshore rates and US standards of service. You win your project while retaining your profit margins.

Some clients we’ve worked on with our partners...

