

# Old Trafford on the cutting-edge of Technology: Manchester United partners with SCAYLE on new global e-commerce experience

Manchester United has chosen SCAYLE as its official e-commerce platform partner, ensuring United has one of the most modern commerce platforms in the industry.

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146 years ago, the Red Devils were born in Old Trafford, England's most inflamed stadium, and their supporters' passion has kept burning ever since.

With over 67 major trophies, the club is an icon of English football and Global hero of the Premier League.

Kings and Queens of England, the Manchester United players are known well beyond the frontiers of Albion. The club's influence is such that they count 1.1 billion fans worldwide, and people wearing Manchester United jerseys can be found all around the globe.

Consequently, the club must now be equipped with the best commerce platform, in order to satisfy and reach its plethora of fans. In its mission, the red devils made an alliance with SCAYLE, one of the fastest-growing enterprise

e-commerce platform in the world.

## Global platform for Global fan base

Manchester United's new e-commerce experience will launch later this year and continue to be evolved in alignment with the club's ambition of delivering a best in class direct-to-consumer experience for its global fan base.

SCAYLE is one of the fastest-growing enterprise e-commerce platforms in the world. It provides the technical backbone for more than 140 online stores and was specifically designed for B2C use cases with a strong focus on the fashion, lifestyle and sports sectors. SCAYLE has a unique retail DNA and provides an innovative technology, with extensive, ready-to-use features and strong flexibility. Brands and retailers use SCAYLE to stay on track with fast-changing market developments and to drive differentiation in commerce.

*"We are looking forward to closely partnering with the club and demonstrating our ability to elevate customer experiences on such a global and storied stage. We will give our all to co-creating an e-commerce presence that Manchester United fans are proud of and does justice to the club's legacy of continuously redefining excellence, both on and off the pitch." says Tobias Ring, Managing Director at SCAYLE*

## Fan satisfaction First

Putting fan satisfaction at the heart of its plans, Manchester United have appointed SCAYLE to operate a new direct-to-consumer platform that is based on and powered by the SCAYLE commerce engine, dedicated to providing a compelling and customised experience that can quickly adapt to fast-changing requirements.

*“We are delighted to be partnering with SCAYLE to further enhance our e-commerce offering, delivering an exceptional fan experience through personalisation and a premium best in class commerce platform.” says Manchester United’s Phil Lynch, CEO of Direct to Consumer Products & Experiences.*

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