



# Product and service portal boosts business growth

## 2015

In 2015 the company was founded by a group of thermohydraulic specialists.

## > 3,000

The central management of sales channels has made it easier and faster to work with a catalog of over 3,000 references.



### CHALLENGE

- Drive digital transformation of the sanitary sector
- Realize a modern e-commerce portal with a comprehensive portfolio of products and consulting services
- Optimize the customer experience, e.g., by integrating an innovative tool for guided planning and selection of bathroom components

### SOLUTION

- Innovative online portal based on the Intershop Commerce Platform, including OMS (order management system), PIM (product information management system) and EXP (experience management system)
- Excellent customer experience thanks to a wide range of products and matching services as well as special configuration and design tools
- Possibility to create your own bathroom project with a professional consultant via chat and guided online tour (including complete estimate of implementation costs)

## ABOUT DESIVERO

Desivero is a start-up company founded in 2015 by a group of thermal hydraulics professionals with the vision of seeing technological innovation as a key solution for increasingly demanding consumers. They are progressively searching in the Internet for information that can help them make decisions about investments in bathroom, heating or cooling systems. Desivero serves this with a highly innovative solution, in which the user finds exactly the right solution and service through a personalized customer journey, both in terms of design and for the actual construction of a bathroom, heating or air conditioning system.

---

**[www.desivero.com](http://www.desivero.com)**

## The idea

The replacement or purchase of water and heating systems can be a quite complex matter when renovating a building, both in terms of cost and in terms of desired safety and comfort. People without expertise do not necessarily have the know-how to make an informed decision and often suffer the bitter consequences of purchases where they have not been advised properly.

Desivero's approach to remedy this situation through technological innovation began with the foundation of an e-commerce website, [www.desivero.com](http://www.desivero.com), which offers products for bathrooms, heating and air conditioning, as well as advice on thermo-hydraulic issues, installation services and configuration tools for bathrooms and air conditioning systems.

SMC Consulting was chosen as a partner for the implementation of this technology project. Because of their long experience in e-commerce and as Intershop's implementation partner, they offered the certainty of using all possible channels and capabilities for this project to innovate a sector that has always been considered to be difficult for introducing innovations.

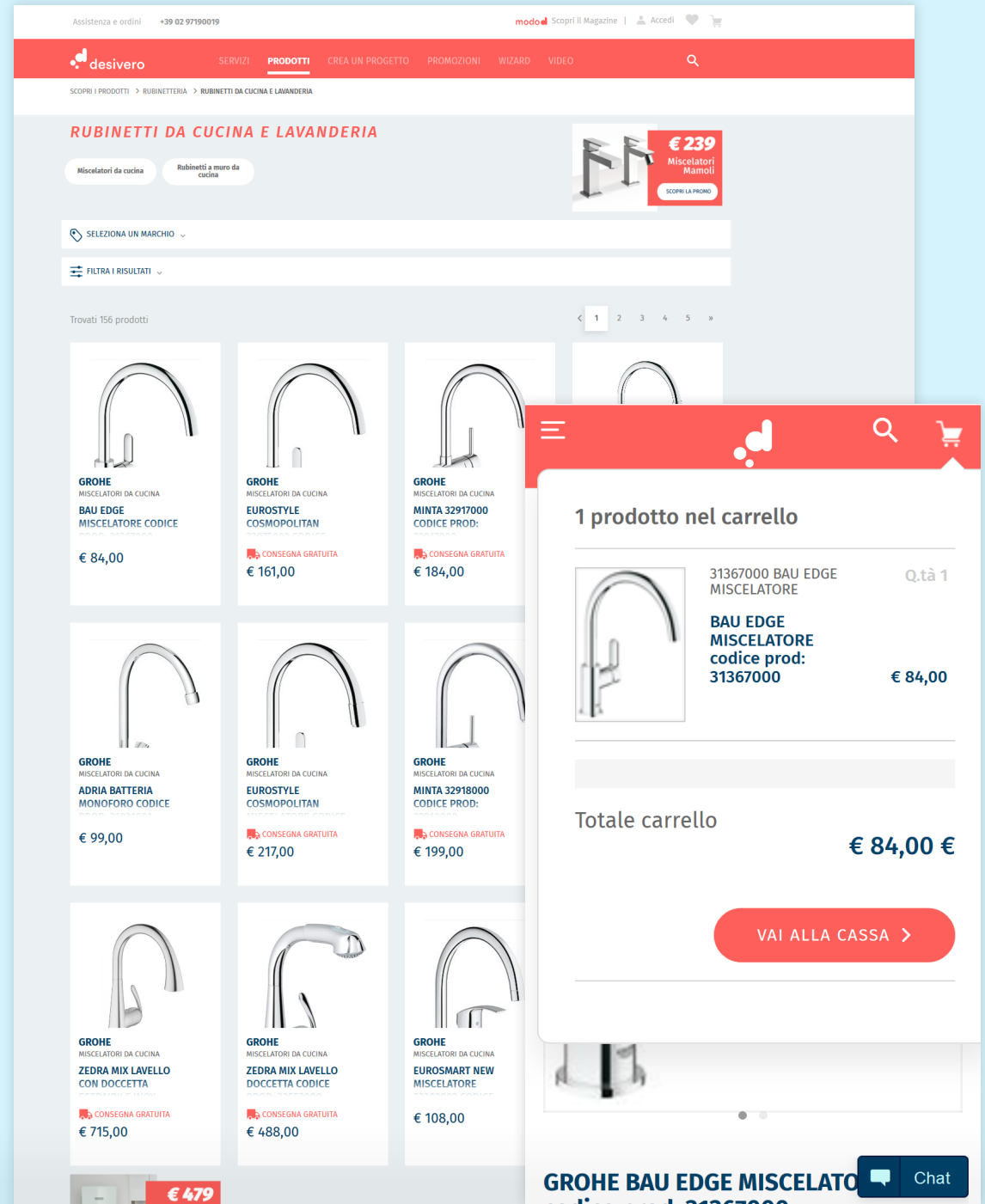
## The project

Initially, the e-commerce portal was built on the Intershop Commerce Platform. The next step was to integrate a CRM, the management system for all service sales activities, maintenance planning, field service management, employee compensation models, and opinion leaders. At the same time as the launch of their own magazine, which provides detailed information on trends, regulations, and industry-specific topics, a tool for guided planning and selection of bathroom components was added to the portal. The latest addition is the use of marketing automation tools to inform customers efficiently about new developments.

The adjustments to adapt the platform to this business model involved both the front end and underlying systems. Special configuration and design tools are now used in the storefront to differentiate the customer experience from the usual platforms. To protect customers from mispurchases, a sophisticated backend compatibility check is required to manage the products and services offered to each other.

The Intershop Commerce Platform implemented by SMC Consulting for Desivero contains the following modules:

- **OMS (order management system):** Administration of orders through structured and integrated processes, online by partners, but also offline by third-party logistics structures.
- **PIM (product information management system):** The quality of product management is becoming increasingly important in a market where customers are spending more and more time researching for their own products. Advanced tools are needed to manage filters and classifications, improve data quality, and support complex content creation and control processes. It is therefore important to manage a large catalog, shorten the time-to-market for new products, ensure a good customer experience at all touchpoints and support all distributors.
- **EXM (experience management system):** The brand must provide the consumer with a unique experience. This requires solid collaboration between corporate marketing and digital agencies to manage campaigns and presentations.



## Always up to date

The present solution has made Desivero's employees independent for publishing articles in the magazine and updating the various contents of the website, catalogs and product sheets. Autonomy creates speed and makes it possible to efficiently implement one's own digital marketing strategy.

Another special feature is that various tools for customer support have been integrated: from chat, which helps users find the right product for their needs, to newsletters, a channel that is in great demand for keeping up to date with the latest catalog and services.

The strength of the portal is certainly the possibility to create your own bathroom project with a professional consultant. Thanks to the help of the chat and a guided tour, customers can create their own bathroom with just a few clicks, choosing from a catalog of more than 1,000 examples. For greater clarity, the catalog is divided into styles, making it easy to select the products best suited to the desired design.

In addition to the product selection, a complete estimate of the implementation effort by Desivero's specialist craftsmen is produced in parallel.

The most recent challenge was the inclusion of a wizard on the [www.desivero.com](http://www.desivero.com) website, which allows the correct air conditioning to be configured for the premises in which it is to be installed with just a few precise questions, thus avoiding inappropriate or oversized purchases.

Intershop's e-commerce solution has transformed the Desivero's website into a true virtual design studio where customers can find the best brands and book the advice and craftsmanship of qualified plumbers trained directly in Desivero's Academy.

“We are a start-up, founded in 2015. Our vision is to make the sector of plumbing more accessible for technological innovation, since the sector so far does not use much of the potential digitalization holds for our businesses. Our e-commerce platform and the subsequent academy is a step here which is both pragmatic and ambitious.”

**Nino Piredda, General Manager of Desivero**

## ABOUT INTERSHOP

## Always nearby



Intershop is the engine that drives digital commerce. Our powerful B2B e-commerce platform enables the world's leading manufacturers and wholesalers to transform their business and increase revenue in a digital-first world.

Our cloud-based solutions give you an essential foundation for digital success, plus the flexibility to deliver

unique experiences and quickly react to changing needs. With a global presence and extensive partner network, we support your success every step of the way—creating opportunities to scale, innovate, and gain a competitive edge.

Intershop is built to boost your business. Discover what we can do at [www.intershop.com](https://www.intershop.com).



## SPEAK DIRECTLY WITH ONE OF OUR EXPERTS

[www.intershop.com/en/locations](https://www.intershop.com/en/locations)  
[info@intershop.com](mailto:info@intershop.com)