



# Unifying digital commerce and content for **global success**

**+40%**

website traffic

**30+**

crops and more than 1,800 fruit and vegetable varieties

**4,000+**

employees in over 30 countries



## CHALLENGE

- Fragmented user experience across multiple platforms, leading to inefficiency and frustration
- Difficulty retrieving and unifying content due to custom data configurations
- Inefficient content and product search, reducing user satisfaction
- Complex management of multiple search systems

## SOLUTION

- **Contentful CMS integration:** Provided flexible and efficient content management, enabling Rijk Zwaan to manage and deliver a wide range of content across 35 countries.
- **Intershop Commerce Platform:** Streamlined product catalog management and e-commerce operations, enhancing the customer experience by unifying product data with content.
- **SPARQUE.AI custom search:** Implemented a unified, AI-driven search engine that integrated content from Contentful and product data from Intershop, delivering accurate, fast, and relevant search results.
- **Scalable, API-first architecture:** Enabled future-proof digital platforms, allowing seamless updates and integration with new technologies as Rijk Zwaan continues to evolve.

**ABOUT RIJK ZWAAN**

Rijk Zwaan, founded in 1924, is a global leader in the development and distribution of high-quality vegetable seeds. Headquartered in the Netherlands, the company operates in over 100 countries, with a focus on innovation, sustainability, and improving the global food supply. Through close partnerships with growers, distributors, and retailers, Rijk Zwaan aims to bring healthier fruit and vegetables to consumers worldwide. With over 4,000 employees, the company is also known for its commitment to employee well-being.

[www.rijkszwaan.com](http://www.rijkszwaan.com)

## Navigating a fragmented digital landscape

As Rijk Zwaan expanded globally, the need for a more integrated and efficient digital platform became critical to delivering timely and relevant information to its diverse user base, including growers, plant raisers, distributors, and retailers in 35 countries. While Intershop served as a powerful tool for managing and distributing the company's extensive product catalog, Rijk Zwaan needed to ensure a seamless experience that integrated both content and commerce.

Contentful, the company's primary content management system (CMS), provided exceptional flexibility in structuring and managing a wide range of content. However, this flexibility also posed chal-

lenges due to Contentful's custom data configurations, making it difficult for standard search engines to retrieve and display data efficiently. As a result, users had to rely on the navigation menu to find content pages from Contentful, while the search function could only be used for products. This slowed information retrieval and risked user frustration. To overcome these obstacles and ensure smooth content and product discovery, Rijk Zwaan needed a unified solution to streamline operations and improve the overall user experience.

## Crafting a unified digital ecosystem

To address these challenges, Rijk Zwaan turned to **SPARQUE.AI**, a technology partner known for delivering highly customized search solutions. Together



with Intershop and **Contentful**, they set out to create a unified digital platform capable of meeting the company's global needs. SPARQUE.AI first developed a Proof of Concept (POC) to demonstrate how its technology could transform Rijk Zwaan's content search capabilities. By thoroughly analyzing how data was structured within Contentful, SPARQUE.AI's team identified the key challenges posed by its custom configuration and designed a search solution that could seamlessly integrate content from Contentful and products from Intershop.

SPARQUE.AI's advanced search algorithms were tailored to handle Rijk Zwaan's unique data configurations, enabling the retrieval of different content types – such as product information, news, and technical reports – through a single, intuitive search interface. The system intelligently ranked and presented search results based on user intent, significantly improving the relevance and accuracy of the results. By bridging the gap between content and commerce, this unified search system simplified the user journey, eliminating the need for users to switch between platforms.

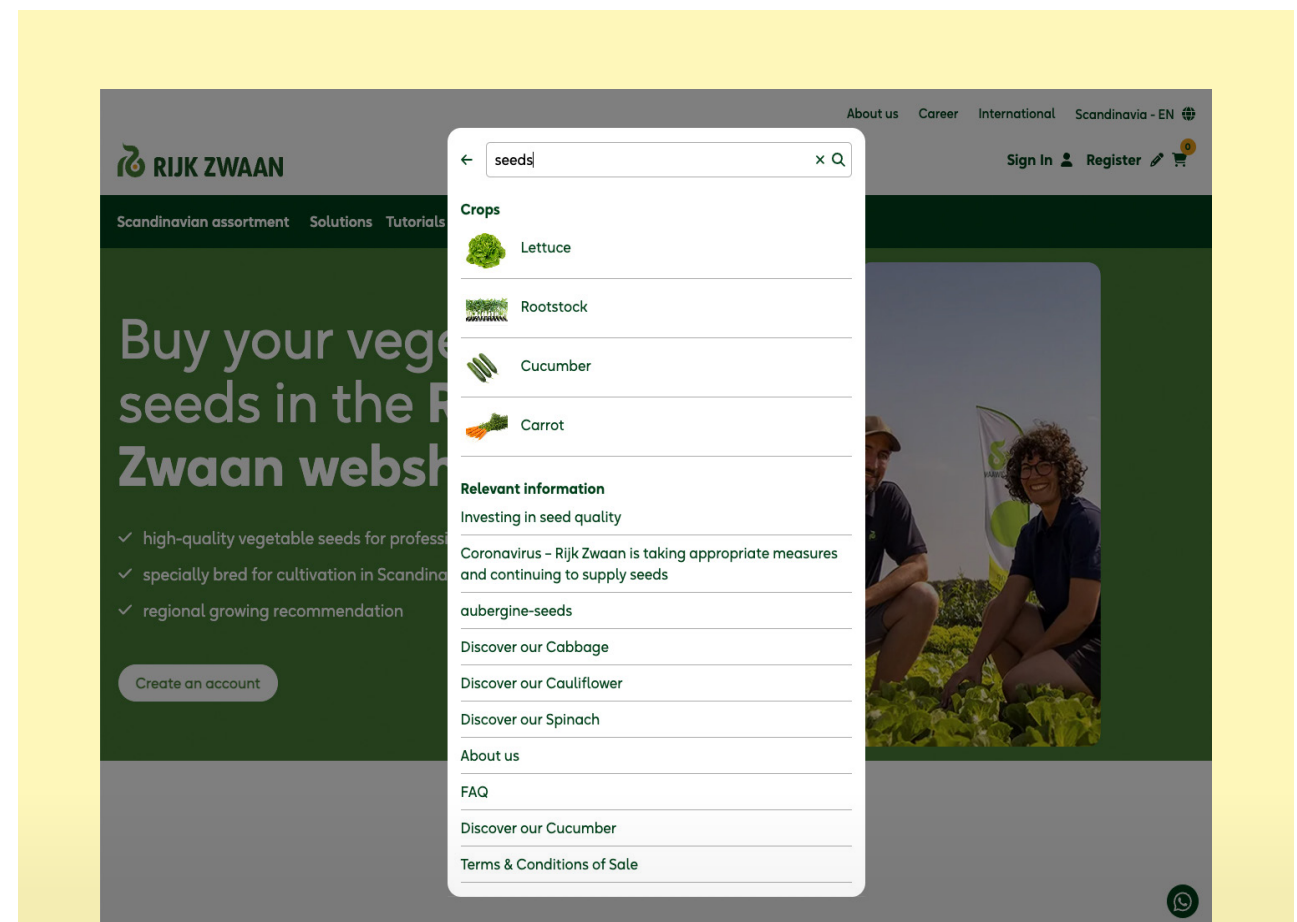
## A seamless and future-proof solution

The successful collaboration between SPARQUE.AI, Intershop, and Contentful led to the development of a unified, future-proof digital platform that transformed Rijk Zwaan's content and commerce experience. SPARQUE.AI's intelligent search technology seamlessly integrated data from Contentful and

Intershop, enabling users to access a wide range of information from a single interface. This streamlined experience reduced the time spent searching for relevant content and ensured fast, accurate, and highly relevant results, boosting user satisfaction.

"With the combined power of Intershop, Contentful, and SPARQUE.AI, we've transformed our digital

platform, providing users with a frictionless intuitive experience that significantly boosts satisfaction and streamlines both content and commerce management," says Joeri van Tongeren, Product Manager Digital Customer Platform at Rijk Zwaan. "The integration of these solutions has unified our content and product data, making critical information easily accessible to our global user base."



Beyond search functionality, SPARQUE.AI's solution provided Rijk Zwaan with robust analytics capabilities, allowing the company to monitor user behavior and continuously optimize the digital experience. This data-driven approach enabled Rijk Zwaan to proactively address gaps in content delivery, refine search algorithms, and better meet the needs of its global audience.

Furthermore, the **API-first architecture** provided by SPARQUE.AI, Contentful, and Intershop ensured scalability and future-proofed the digital ecosystem. Rijk Zwaan could easily integrate new technologies and scale operations as needed, without requiring a major overhaul. By unifying their content and commerce platforms, Rijk Zwaan not only enhanced operational efficiency but also positioned itself for continued innovation.

## Results and impact

The integration of SPARQUE.AI's search technology with Intershop and Contentful produced significant results, including:

- **Improved user experience:** The unified search system delivered a more consistent and efficient experience for users, reducing the time required to find relevant information.
- **Enhanced global reach:** With a seamless search experience accessible in 35 countries, Rijk

Zwaan is now better equipped to serve its global user base, ensuring timely access to critical information.

- **Increased operational efficiency:** The integration of SPARQUE.AI's solution reduced the complexity of managing multiple search systems, resulting in faster content delivery and improved operational processes.
- **Empowerment for innovation:** SPARQUE.AI's API-first approach empowered Rijk Zwaan to maintain control over its digital strategy, enabling continuous innovation and optimization.

"The collaboration with SPARQUE.AI, Contentful, and Intershop has greatly enhanced our ability to deliver a frictionless customer experience. Our customers can now search for vegetable seeds, knowledge and the latest news, all combined in one solution," says Joeri van Tongeren, Product Manager Digital Customer Platform at Rijk Zwaan.

Through its successful collaboration with SPARQUE.AI, Contentful, and Intershop, Rijk Zwaan has set a new standard for digital content delivery in the horticultural industry. The unified platform ensures that users have access to the latest information and insights in the most efficient and user-friendly way possible, securing Rijk Zwaan's leadership in the global market.

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Joeri van Tongeren, Product Manager Digital Customer Platform at Rijk Zwaan

## 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).



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