



A clear strategy for a successful digital transformation

1836

year founded

46

countries with
subsidiaries

4.6

billion euros revenue
in 2019



CHALLENGE

- Increasing the share of digital products in total revenues
- Webshops for a variety of countries and languages
- Omnichannel capability for PC, laptop, tablet and smartphone

SOLUTION

- Two e-commerce shops on a single Intershop platform
- Fully headless architecture based on REST API
- Seamless integration with Bloomreach Experience Manager (brXM)
- Dutch/Belgian back end; Belgian/Italian front end
- Rapid expansion into other markets worldwide

ABOUT WOLTERS KLUWER

Wolters Kluwer is a leading global provider of information, software, and consultancy services in the fields of health, tax, finance, and law. Its customers include healthcare providers, universities, lawyers, tax and finance experts, auditors, and specialists in risk assessment and compliance. A digital transformation pioneer, Wolters Kluwer combines in-depth knowledge with innovative technologies across a range of products and services. These enable customers to achieve better results, more accurate analysis, and greater productivity—all crucial benefits as the decisions these customers make affect millions of people worldwide.

www.wolterskluwer.com

Digitally transforming over 180 years of tradition

Wolters Kluwer can trace its roots back to 1836. As the Netherlands industrialized during the 19th century, there was a growing demand for educational and informational literature. Numerous publishing houses were established at that time, including the firms of Wolters and Kluwer. In 1987, these two companies—now Kluwer Publishers and Wolters-Samsom—joined forces. The merger followed a sustained period of growth for the industry as a whole and coincided with the emergence of electronic publishing technologies. The new company was headquartered in Alphen aan den Rijn, where it remains to this day.

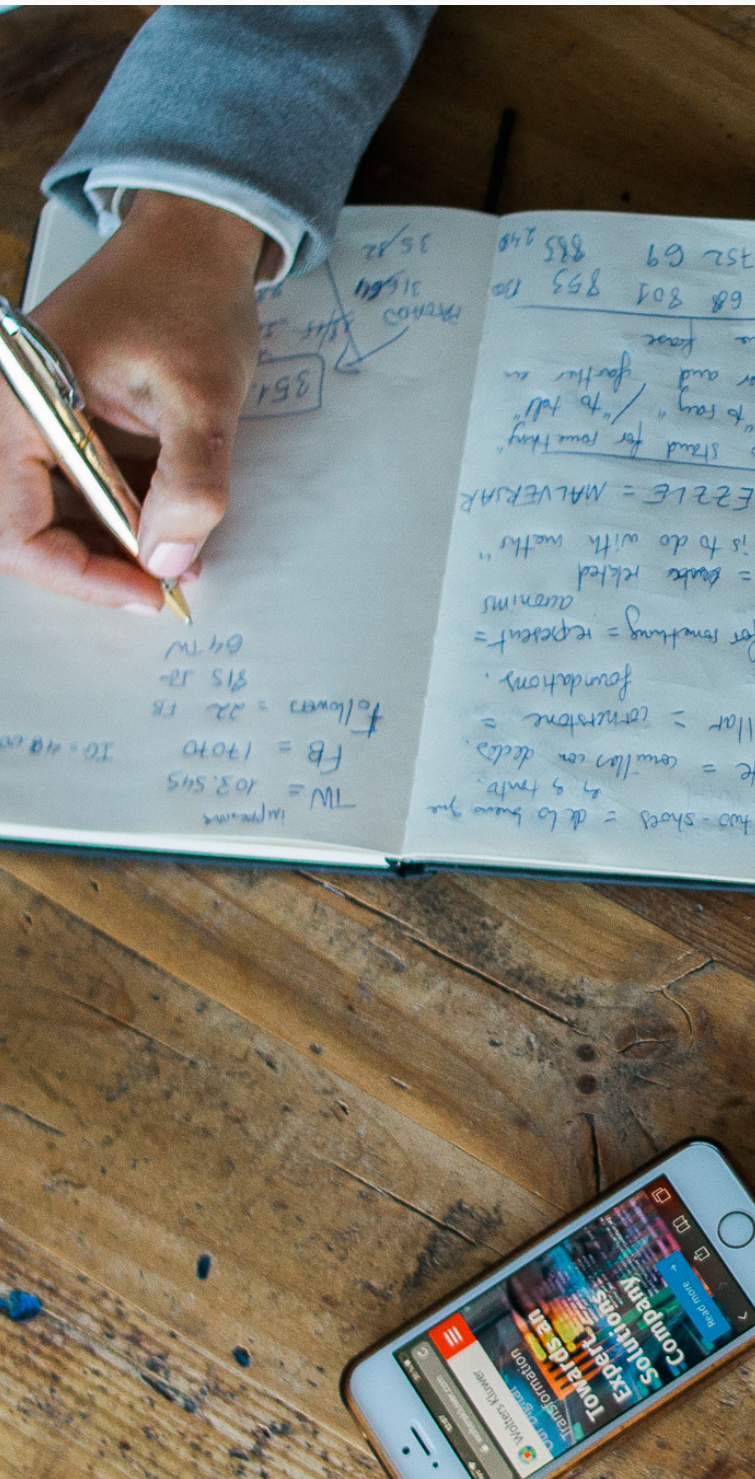
The 1990s were a time of global expansion for Wolters Kluwer, with annual growth of around 15 percent. Much of this was driven by numerous acquisitions of both traditional publishing businesses and technology firms. Wolters Kluwer was quick to recognize the importance of digital and Internet technologies and their potential to disrupt the traditional publishing and print industry. When Nancy McKinstry became CEO in 2003, digital products accounted for around 30 percent of total revenue. By 2019, that share had grown to almost 80 percent.

Innovative products and services – knowledge and technology

Wolters Kluwer has a broad portfolio of more than 3,000 products and services. They include everything from printed manuals through to online subscriptions for curated information in diverse subject areas. The company also produces webinars, online modules, and highly complex, innovative digital tools for a wide range of professions that leverage sophisticated AI to make everyday tasks easier, more secure, and more efficient.

CaseWorx Baurecht, for example, is a software product that enables lawyers and other specialists in construction law to boost the efficiency of their case management workflows by as much as 30 percent. It can collate and analyze all case documents that have been scanned or uploaded to the system. Documents can be displayed in chronological order (“Timeline View”), with the user able to apply filters quickly and easily as required, e.g., to view a specific contract situation.

It's also possible for users to add comments, highlights, and labels to documents. In addition, CaseWorx can automatically sort OCR and manually enriched documents in a target/actual comparison. Highlighted text can be extracted and compiled in an easy-to-read view, giving fast access to key information and arguments.



Monitoring markets and developing for the future

On the wider subject of innovation, Wolters Kluwer invests between 8 and 10 percent of annual revenue in product and service development. This commitment is driven by CEO Nancy McKinstry, who introduced a clearly formulated digital strategy back in 2003. The aim of that strategy is to combine the company's traditional factual expertise with the latest technologies in a way that enables specialist professions to manage and utilize the ever-increasing volume of complex information they face.

In this context, Wolters Kluwer has sold off a number of older businesses and acquired some leading digital providers. "What we're trying to do and what we believe at Wolters Kluwer is that we're not alone in having to adapt to change," says Nancy McKinstry. "We also need to understand our customers' behavior, so we stay a few steps ahead and use this knowledge to create innovative new products."

Intershop Commerce Platform – for the most demanding requirements

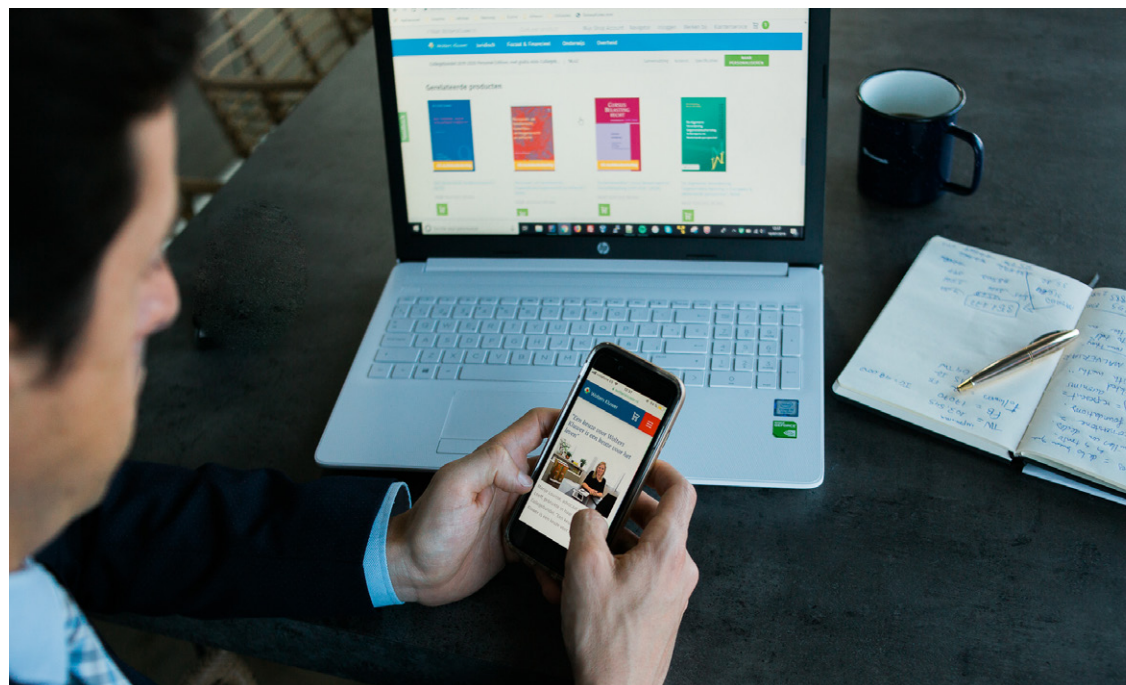
Wolters Kluwer has long since transitioned from traditional print publisher to a market leader in digital products and services—often with digital delivery. Given that business model, the company required a powerful e-commerce platform. In 2015, it opted for Intershop Commerce Platform, with implementation being handled by Intershop partner Incentro. Just four weeks later, the web shop went live and Wolters Kluwer had taken another important step in its digital transformation.

The Intershop platform is fully integrated into the company's digital ecosystem. It is also omnichannel-capable, i.e., shops can be displayed on any device, from desktops to tablets and smartphones. The platform can support multiple market-specific shops, while the powerful customer portal includes self-service features and individual user areas with

login. These areas can be used to research and order items and store a range of information, e.g., purchase history, open orders and invoices, personalized catalogs, product recommendations, automatic repeat orders, and more.

2020 update with headless architecture

In January 2020, Wolters Kluwer launched a second e-commerce platform for the Belgian market. This was implemented as a fully headless website based on a REST API architecture. The main advantage of this solution is that it enables mobile devices, which are also increasingly prevalent in e-commerce, to load web pages much more quickly than is possible with traditional architectures. This in turn creates a much better user experience and strengthens the omnichannel strategy.



“We have successfully combined two web shops on a single Intershop platform. This will give us maximum flexibility and extremely fast development on future e-commerce implementations across all channels and touchpoints—also in the longer term. The go-live went smoothly, our customers are very positive about the shopping experience, and we are getting even better ratings than we expected!”

Mark Guelen, Product Owner E-Commerce Benelux at Wolters Kluwer

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.



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