



Enhanced service and reach for specialist dealers

400

employees

1964

year founded

86 million

euros turnover



CHALLENGE

- Implementing a customer portal tailored to their specialist partners, which helps them understand the specialty products
- Ensuring efficient processes and up-to-date data through close integration with elero's internal systems for trade customers
- Reducing time-consuming and expensive telephone support and dealer authorization
- Allowing dealers to order whenever they want, on any device

SOLUTION

- Digital B2B customer portal with anywhere access, a custom user experience and many clever functions
- Strengthening online sales of standard products from the elero portfolio while reducing the need for time-consuming telephone consultation
- The product configurator enables elero partners to compile product sets (articles on the product detail pages can be supplemented with suitable accessories) much more quickly and accurately
- Seamless integration of existing ERP and PIM systems

ABOUT ELERO

elero GmbH is one of the world's leading manufacturers of electric drives and controls for roller blinds, sun protection systems and roller gates. From the initial electrical rewinding of roller blinds to the automatic tracking of solar panels with linear drives or smart home controls via an app, elero's quality is a worldwide success.

www.elero.com

The challenge

"Our aim was a customer portal tailored to the needs of our specialist partners, which helps to quickly understand our specialized product range so that one can easily order there. To reduce complexity, we do not offer the product portfolio of our Linear Drive Technology division in our shop. In this segment, individual requirements must be taken into account that cannot be mapped automatically. For our crafts business customers, however, close integration with elero's internal systems should ensure efficient processes and up-to-date data," reflects Inge Rappold, Head of Marketing Communications at elero. "The aim of the project was to reduce the need for time-consuming telephone consultation. Specialist retailers are now enabled to research and order their required products at a time that they themselves choose. This is how we strive to increase customer satisfaction."

The implementation

In Intershop partner Experts in Motion, elero found an experienced team of e-commerce experts who understood the intention and individual requirements of elero: The Intershop Commerce Platform was to become the basis for elero's partner shop.

In the course of an initial delta analysis, elero's requirements were examined from the perspective of Intershop's standard functions. As a result of this analysis phase, the following fields of action of the digital transformation emerged:

- Implementation of elero partner shop based on Intershop Commerce Management
- Consolidation of product information
- Introduction of a product information management system (PIM) for product data maintenance and distribution of information on the company website and all commerce touchpoints
- Integration of the existing ERP system for the transfer of customer and order data into the online shop

To meet these requirements, the first integration of the open source PIM system from Akeneo and the INFOR AIS 3.1 ERP system were on the agenda. In addition, the development of a product configurator and the integration of Google Analytics as part of the initial project were also carried out.

Thanks to Intershop Commerce Platform's rich standard portfolio of B2B features, the project was ready for the pilot phase in about six months, during which selected partners were able to test and evaluate the portal before it was finally optimized for all stakeholders.



Benjamin Rost, Board Member of Experts in Motion says: “We at Experts in Motion are proud to help elero achieve the project goals they have set. With the new partner shop, the selling of standard products from the elero portfolio is to be supported and the customer center is to be unburdened from telephone enquiries. Business customers who use the shop will also benefit from flexible accessibility, user-friendliness, topicality and many clever features”.

Let's intertwine: PIM, ERP and product configurator

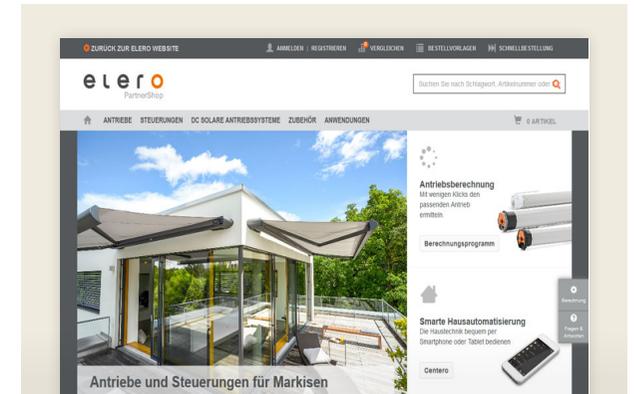
Experts in Motion implemented the product configurator based on Intershop's standard features. This enables elero partners to compile product sets. Articles on the product detail pages can be supplemented with suitable accessories from the standard portfolio via selection boxes. The elero partner therefore has a step-by-step approach to the desired final product. All selected articles can be placed in the shopping cart with one click, but are still listed there individually and can be processed separately. After completing the established Intershop ordering process, elero finally delivers the pre-assembled sets.

Elero will centrally maintain the product data in Akeneo's PIM system. To enable distribution to the online shop system, the import of products and categories into the Intershop Commerce Management system was implemented via the REST interface of the open source solution.

For the administration of order and customer data, elero uses the INFOR AS ERP system, which is known for its specialization in the production and manufacturing industry. This made it possible for users of the partner shop to also view orders from other touchpoints, such as those from a customer center.

Future plans

On the basis of a stable B2B platform, further features or adjustments can be implemented that offer the shop users corresponding added value. Inge Rappold adds: “Our partner shop is just the beginning. Digital solutions on a high level together with real customer focus are important factors for a successful existence in the market. With the elero partner shop we have made further progress in both aspects. Feedback from our partners plays just as much a role in the further development of our e-commerce efforts as the change in our portfolio. Here developments will go hand in hand.”



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Inge Rappold, Head of Marketing Communications at elero

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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