A true gem: Jewelry manufacturer relies on Arvato Systems and CoreMedia

Founded in 1982, the international jewelry manufacturer soon realized how important it is to sell their products online. For this reason, the company set up an eCommerce platform for the European market in 2011 and successively expanded it to other countries.

Background Situation

For a long time it was common to operate and manage both shop and brand website on different platforms. This is no longer appropriate as companies are giving away so much potential – for example in the form of a high conversion rate. Until now, potential customers could only search for products on the brand website. When clicking on a piece of jewelry they were redirected to the shop page – and thus to another domain.

Vision

The jewelry manufacturer wanted to close the expensive gap between brand and shop web-site. Thanks to the merger of both websites, users should be able to shop as consistently as possible – without being redirected to another domain.

Solution

After careful consideration, the jewelry manufacturer finally decided to use the CoreMedia content management system (CMS). Arvato Systems is a Platinum Partner of the same-named manufacturer. The IT service provider was able to convince the jewelry manufacturer with its outstanding competence, needs-based adaptations and the uncomplicated integration of the CMS into the existing Salesforce commerce solution.

The Customer

- One of the world's largest jewelry manufacturers designs, manufactures and markets modern, hand-crafted jewelry made of high-quality materials at affordable prices.

- The manufacturer sells its products at over 7,800 shops in more than 100 countries on six continents.

- Altogether, the company has a total of more than 27,300 employees worldwide.

Industry

- Jewelry industry

Our Services

In favor of rapid project progress, the decision was initially made to add marketing content to the e-store content that was tailored to the needs of the customers. Throughout the year, the jewelry manufacturer wanted to play off various marketing campaigns, for example, on occasions such as Valentine's Day, Mother's Day or similar. In order to be able to realize such actions, the company needed attractive campaign pages. CoreMedia recommended a step-by-step CMS implementation for the project realization, which both project partners were able to implement efficiently and in a performance-oriented manner. Initially, the plan was to link the store and marketing contents with each other. A complete merger of the two websites is to take place at a future date.

Customer Benefits

The jewelry manufacturer benefits from its new content management system in many ways: since the first successful project milestone, the company has now succeeded significantly better in offering its customers an optimal user experience in their web shop. This did not only increase conversions, but also the revenue. For the jewelry manufacturer it was also important that the new CMS could be easily connected to the existing solution. In CoreMedia, the company has found a system that is one of the few content experience platforms that can be easily integrated in various eCommerce portals. The deep integration into the Salesforce Commerce Cloud enabled extremely short project durations. The rapid progress of the project has strengthened the customer's trust in its partners. This creates an ideal basis for further cooperation.

Case Overview

Task

– Consulting and support in the migration of CoreMedia CMS for the Salesforce Commerce Cloud

Technology

– Content Management System CoreMedia

Result

– Thanks to the combination of store and marketing content, the jewelry manufacturer can now play out the content as required. The complete merger of both websites is planned for the further course of the project.

You have questions, need information or a contact? Get in touch with us.

Arvato Systems | **Dirk Brinkmann** | Director Digital Experience
Phone:+49 89 4136-8102 | Email: dirk.brinkmann@bertelsmann.de
IT.arvato.com

arvato
BERTELSMANN