



Blum

Case Study

How Blum increased customer engagement in 70 countries and 30 languages

Blum is a global family business with 7,600 employees, specializing in the manufacture of furniture fittings. Numerous E-SERVICES support customers along the entire value chain. The company has production sites in Austria, Poland, Brazil and the United States, as well as 30 subsidiaries and representative offices worldwide. Blum distributes its products to the furniture industry and hardware retailers in over 120 countries.

Overview

Goals

- A CMS that would help their marketing teams deliver advanced digital experiences across multiple channels and address the needs of different customer segments across the world.

Challenges

- Finding a CMS that could empower their technical and non-technical teams to deliver content-driven experiences to their customers faster and easier.

Solution

- Crownpeak CMS (FirstSpirit)

Results

- Quickly deployed Crownpeak (FirstSpirit) to initiate Blum's mobile-first digital experience strategy across 70 countries and in 30 languages.
- Easily created and published content that targeted customers across multiple industries.
- Easily integrated multiple existing enterprise applications including PIM, CRM and Google Analytics.

“We chose FirstSpirit to enable rapid execution of our mobile-first digital experience strategy at a global level across 70 countries and in 30 languages. FirstSpirit DXP is easy to use and helps our global marketing teams deliver personalized digital experiences to our customers very quickly.”

Sabine Stadelmann, Digital Marketing Communications, Julius Blum GmbH

Challenges:

Finding a CMS to empower technical and non-technical teams to deliver content-driven experiences to their customers

Blum needed a Content Management System (CMS) that would help their marketing teams deliver advanced digital experiences across multiple channels that would address the needs of different customer segments across the world. Blum needed a solution that would do more than a traditional CMS, one that could empower their technical and non-technical teams to deliver content-driven experiences to their customers faster and easier than they had experienced from other all-in-one CMS and marketing suite vendors.

Blum selected Crownpeak hybrid headless (FirstSpirit) CMS based largely on its ability to easily enable Blum to deploy a “Mobile First” digital presence for different countries and languages.

Solutions:

Rapid and efficient management of content across 70 countries

FirstSpirit enabled Blum to deliver a consistent brand across the world while at the same time providing marketing teams in different regions the flexibility to tailor web content to meet local needs. Marketers and editors at Blum use translation workflows and FirstSpirit’s templates to quickly and easily create content for all markets, channels and campaigns. Once created, the templates, microsities and landing pages can be reused by non-technical teams across Blum for local projects. Regional marketers can craft product information that is focused on the unique needs of each market which reduces time-to-market and provides flexibility to regional marketing managers while maintaining corporate standards.

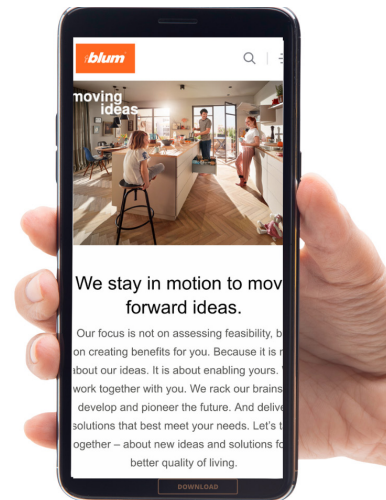
Easy integration and high usability

Interoperability is a core advantage of FirstSpirit, enabling rapid integration in any digital experience ecosystem. FirstSpirit offers several features that can be used by non-technical staff which helps save time and money. FirstSpirit was designed to simplify interoperability which allowed Blum to easily integrate FirstSpirit into existing enterprise applications which helped make the implementation process run smoothly and efficiently. The result is that Blum’s channels and customers receive an engaging digital experience that delivers increased usability and secures customer loyalty.

Results:

Creating content to optimize communication

With FirstSpirit, Blum has been able to meet the needs of market- and target-group-specific content required across more than 70 websites, landing pages and microsities enabling Blum to optimize communication across all of its international target groups. Central marketing and IT, as well as numerous editors across all countries work with FirstSpirit, achieving their digital experience objectives with ease.



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