crownpeak

Case Study – Geberit AG

New corporate website created using the Crownpeak Digital Experience Platform (DXP) simplifies product and brand communication for target groups in 41 countries

> **The Crownpeak solution has met our need for a highly sophisticated, internationally-oriented web presence and helped us publish our product information and brand communication faster while also targeting specific user groups."**
>
> Rolf Züger, IT Application Analyst, Geberit AG

GEBERIT

Project highlights

→ A central CMS for the company's corporate website and its localized websites in 41 countries

→ 50 percent faster time-to-market for product and brand communication

→ Flexible content recycling for sales campaigns and landing pages

→ Websites that target specific user groups based on country, language, and interests of the visitors

→ Outstanding end-to-end user experience for editors and website visitors

→ Easy to use editing tools save time and money

→ Flexible integration of third-party solutions through Crownpeak's AppCenter

→ Faster go-live for corporate and localized websites

The challenge:
Successful product and brand communication in 41 countries

Switzerland-based Geberit AG is the leading European manufacturer of sanitary systems and products with sales operations in 41 countries. A well-known international brand, Gerberit's previous Content Management System (CMS) was no longer able to meet the company's needs. In addition, the individual microsites and stand-alone solutions needed to be consolidated into one global website. The new CMS needed to have a powerful but easy-to-use tool that its marketing and communications departments could use to target a diverse range of user groups and to efficiently integrate multimedia content.

The solution:
Crownpeak DXP as a content integration platform

With its hybrid headless CMS, Crownpeak was selected after an extensive selection process that included ten other suppliers. The CMS impressed not only the IT department at Geberit, but also its marketing and communications departments. That's because Crownpeak's DXP is a highly user-friendly and flexible tool that enables people to easily design, update, and improve the global website. It provides an outstanding end-to-end user experience for the editors and website visitors, and also allows the company to get its product information and brand communication online faster.

Customized online content targets specific user groups

An outstanding feature of the Gerberit communication strategy is its sophisticated online content that targets specific customers, potential customers, and partners, which Crownpeak supports by getting the content online simply and efficiently.

Geberit can thus channel the interests of its visitors, provide the right information, and successfully control all customer acquisition and loyalty actions right from the homepage. All content and media aimed at its three target user groups - plumbers and contractors, architects, and DIY homeowners - as well as international and sales campaign pages are centrally stored in the CMS and are delivered based on user group, theme, or country.

Integrated multimedia solutions

Related photos and videos on the web pages inspire and encourage visitors to surf the company's pages and to return to its website. Crownpeak also allows Gerberit to add multimedia content to its websites quickly and easily. The necessary Desktop applications and Cloud Services, such as video management solutions, can be quickly integrated into the CMS interface using the Crownpeak AppCenter. With its smoothly integrated video library, Gerberit is setting new standards regarding customer information and loyalty.

Flexible content recycling

Many companies have high quality content at their disposal, but often use it only one time. For new sales campaigns or landing pages, entirely new content is frequently produced, which adds to the time and cost involved. With Crownpeak, Gerberit's roughly 100 global editors not only produce new content, but can also easily reuse existing content, rearrange it for use in different publication channels and sales campaigns, or publish it as a website. This means that new content does not have to be authored as frequently, which saves costs. All content and media stored in the CMS can be easily adapted to local market needs and interests, and then published.

The benefits:
Optimal end-to-end user experience

Gerberit's new global website shows that a robust CMS can be fun and easy to use and help promote company successes. Crownpeak allows editors to get its innovative product and brand communication online much faster while also targeting specific user groups more effectively. Crownpeak's DXP, which is available in multiple languages, offers editors in PR, Marketing, and IT departments a visually stunning user interface and helps ensure that corporate design rules are followed due to its standardized layout and authoring templates.

Gerberit was able to completely redesign and publish its new corporate website within just four months using Crownpeak's comprehensive out-of-the-box capabilities. The company's overseas sales offices have also been able to launch and update their local websites in a timely and cost-effective manner. The result is a trend-setting and forward-looking web presence offering high-quality, multimedia content as well as a unique approach to targeting specific user groups.

Websites that target specific user groups based on country, language, and interests of the visitors

Geberit AG

The Geberit Group is a leading European and global supplier of sanitary technology with sales totaling CHF 2.1 billion. It has 6,000 employees in 41 countries along with 15 production facilities in seven different countries. Since it was founded in 1874, the company has ranked among the pioneers in the industry and continues to set new trends with its comprehensive and innovative sanitary and piping systems, products, and services.

About Crownpeak

Crownpeak's leading, enterprise digital experience platform (DXP) equips teams with the powerful tools they need to create inclusive, omnichannel experiences with speed and simplicity.

Our suite of composable capabilities supports every stage of the customer journey and includes best-of-breed hybrid headless CMS, AI-powered personalization & experience optimization, digital quality & accessibility, content-driven commerce, privacy & consent management, and more. Our unique, zero-infrastructure approach and #CustomerObsessed support, ensures the industry's fastest time-to-market - up to 80% faster than typical enterprise DXP.

Headquartered in Denver, USA and Dortmund, Germany, we are proud to help many of the world's most iconic global brands, including Unilever, Bosch, ASICS, Nintendo and American Express move faster, grow their brands and turn customers into lifelong fans.

crownpeak

www.crownpeak.com