

# Case Study – GROHE

Creating Content-Rich E-Commerce Experiences



Pure Freude  
an Wasser

## GROHE Project At-a-Glance

- Integrations: SAP Hybris (PIM), CELUM (DAM) and Solr (search)
- Powers all 60+ Grohe Intranet, Corporate and Country websites in 80 countries and languages to date
- Manages content for multiple channels, including mobile apps, social and display ads
- Centralized content for holistic view of the customer

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## About GROHE

GROHE is the world's leading provider of sanitary fittings and a global brand dedicated to providing innovative water products. With its engineering, innovation and design activities firmly anchored in Germany, GROHE products bear the badge of quality "Made in Germany", ultimately strengthening the customers' confidence in the brand. All plants of the GROHE manufacturing network make use of high-precision production engineering to ensure compliance with consistently high GROHE standards. This way GROHE ensures that its products live up to the most uncompromising demands in terms of workmanship and functionality.

In 2014, GROHE became part of the LIXIL Group Corporation, a publicly listed company on the Tokyo Stock Exchange. LIXIL is a global leader in the housing and building industry which operates in more than 150 countries and employs more than 70,000 people.

## The Situation

For many decades, GROHE has been dedicated to the brand values of technology, quality, design and sustainability that all illustrate the company's commitment to creating exceptional experiences. With nearly €1.5 billion in sales and more than 6,000 employees worldwide, GROHE is the world's leading provider of sanitary fittings and a global brand dedicated to providing innovative water products. The company wanted that commitment to extend to its e-commerce presence as well, yet its existing digital experience ecosystem wasn't up to the task.

"We realized we needed to modernize our technology stack to get a unified view of the customer so we could make product content more engaging, and e-commerce experiences more relevant," said Carlos Carvalho, Global Head of Websites for GROHE.

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## The Challenge

GROHE has a massive digital presence with 60+ websites in 80 countries worldwide, each in the local language. The company had long ago opted to build a digital experience (DX) platform to manage its digital presence so it could leverage best-in-class capabilities, rather than buy an all-in-one DX suite. Core systems used include SAP Hybris for product information management, CELUM for digital asset management, Solr for enterprise search, and an in-house developed content management system.

But, its digital experience ecosystem was fragmented into data silos that didn't communicate well with one another.

GROHE needed an enterprise-class digital experience platform with sophisticated content management capabilities that would simplify its complex, distributed environment as well as connections across people, processes and technology to enable compelling experiences across its entire digital presence.

## The Results



We wanted to build a digital experience platform to suit our company's global business needs, and Crownpeak helped us accomplish that. The modular nature of the platform gave us the flexibility we needed to build a best-of-breed DX platform that greatly reduces development time while accelerating time to value. Content managers love it for its usability. More importantly, it helped us deliver the exceptional experiences that GROHE products are known for—now in the digital world as well.

— Carlos Carvalho, Global Head of Websites



## The Solution

GROHE's vision was to have one unified digital presence for all constituents—including customers, wholesalers, retailers, dealers, sales agencies, and so on. The company selected Crownpeak to serve as the foundation for its improved digital experience platform largely due to Crownpeak's powerful integration with not only SAP Hybris, but also its high level of interoperability with other DX systems, apps and channels. It was a perfect fit for the company's DX platform approach and was exceptionally easy to use making it an all around win win.

The Crownpeak team built a new digital experience platform that unifies disparate digital marketing systems.

The DX platform centralizes content management and enables real-time content sharing across the organization, channels and apps giving GROHE the holistic view of the customer it needed to supercharge its e-commerce experience engine.

Already underway, phase two of the project—which is being handled by Crownpeak and partner Publicis Pixelpark—is to combine GROHE's 60+ sites into one global website with one customer interface. The final phase of the project will be to implement Crownpeak for the company Intranet, and also to leverage Crownpeak's content-as-a-service capabilities and Experience Optimization Engine to deliver AI-powered personalized digital experiences to customers across any channel, anytime, anywhere.



## 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.

For more information, go to [www.crownpeak.com](http://www.crownpeak.com)