Valuable collaboration: jewelry manufacturer once again relies on Arvato Systems and CoreMedia

This international jewelry manufacturer relies on an integrated store and brand website. Recognizing the importance of emotional aspects and fast loading times for its customers worldwide, the company created new content formats. It integrated them into the website via an interface - for a product experience without media discontinuity.

Background Situation

The jewelry manufacturer used an integrated store and brand website for over ten years, consisting of the CoreMedia content management system (CMS) and the Salesforce e-commerce platform. This enabled the jewelry manufacturer to present its products informatively and make purchases conveniently via the same domain. However, the emotional component of the jewelry could not be adequately represented in this way. Emotionality is enormously essential for the target group and their purchasing decisions. The task was to improve this and increase the website's performance and speed.

Vision

The client wanted to present its products on the premium markets in an even more emotional way - and without media discontinuity. Thanks to an interface between content management and e-commerce systems, website visitors would receive new, attractive formats such as video content - localized for the target markets and emotionally appealing.

The customer

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

– The manufacturer sells its products at over 6,500 retail outlets in more than 100 countries on six continents.

– In total, the company employs more than 32,000 people worldwide

Branche

– Jewelry industry

Solution

Arvato Systems is a Platinum Partner of CoreMedia. The IT service provider could design and implement highly customized solutions thanks to close collaboration. With this expertise, Arvato Systems convinced the jewelry manufacturer to act as CoreMedia's implementation partner again and build the necessary interface between CoreMedia and Salesforce.

Our services

Arvato Systems worked closely with the customer's Global Marketing department to prepare the content specifically for the premium markets. The IT service provider led a technical expert as a product manager and developed customized modules that present the customer's products from a content perspective. This was complemented by a content overlay called „Shop the Look" and specially developed animation effects designed to appeal to customers emotionally and drive sales. Filigree frames for highlighting, animated splashes, and supplementary features were also created during this course. In total, Arvato Systems developed over 80 modules - adapted to the preferences of the target group and the end devices used.

Customer benefits

The jewelry manufacturer benefits in many ways from the new interface: The company can now address its target group in a personalized and emotional way thanks to integrating new content formats. Thanks to creating a fully automated translation workflow for the translation service provider LanguageWire, addressing is possible in 17 languages. Here, the jewelry manufacturer was able to build on Arvato Systems' international experience. It was also crucial for the customer that performance and page speed increased. This goal was also achieved. The interfaces, effects, and modules developed led to an increase in online sales after only a short time. The close cooperation between CoreMedia and Arvato Systems, as well as the rapid progress of the project, once again demonstrated to the jewelry manufacturer the reliability of its partners.

Case Overview

Task

- Development of a fully comprehensive integration between the content management and e-commerce systems
- Media continuity-free product presentation via various content formats

Technology

- CoreMedia content management system
- Salesforce Commerce Cloud
- LanguageWire

Result

- Thanks to the interface, the jewelry manufacturer can play new content formats, such as videos, to its target group without media disruption - localized for 17 countries and in 17 languages.
- In addition, performance and page speed are significantly higher.
- The measures also led to an increase in online sales.

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

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As an internationally active IT specialist and expert in artificial intelligence and multi-cloud services, Arvato Systems supports renowned companies in their digital transformation. Around 3,100 employees at over 25 locations worldwide have a high level of technical understanding, industry expertise, and a clear focus on customer needs. As a team, we develop innovative IT solutions, bring our customers into the cloud, integrate digital processes, and take over the operation and support of IT systems.

- Comprehensive IT solutions for industries such as retail, media, manufacturing, healthcare, the public sector, and the energy and utilities industries
- Many years of experience in digital transformation
- Expertise in topics such as artificial intelligence, cloud computing, IT security, customer experience, e-commerce, and business process management
- Know-how in many robust technologies and a distinctive ecosystem with Partners such as Amazon Web Services, Google, Microsoft and SAP.
- A wide range of infrastructure services, such as Managed Services as well as application management based on these

In addition, we can map entire value chains within the Arvato group, which is part of the Bertelsmann Group. Through our strategic, solid partner network with top international players such as AWS, Google, Microsoft, and SAP, we continuously strengthen our expertise and use state-of-the-art technology. We Empower Digital Leaders.