magnolia®

Bechtle's new digital platform integrates content and commerce

Bechtle's new website, built on a future-oriented IT architecture, combines its corporate site and e-shop on one platform
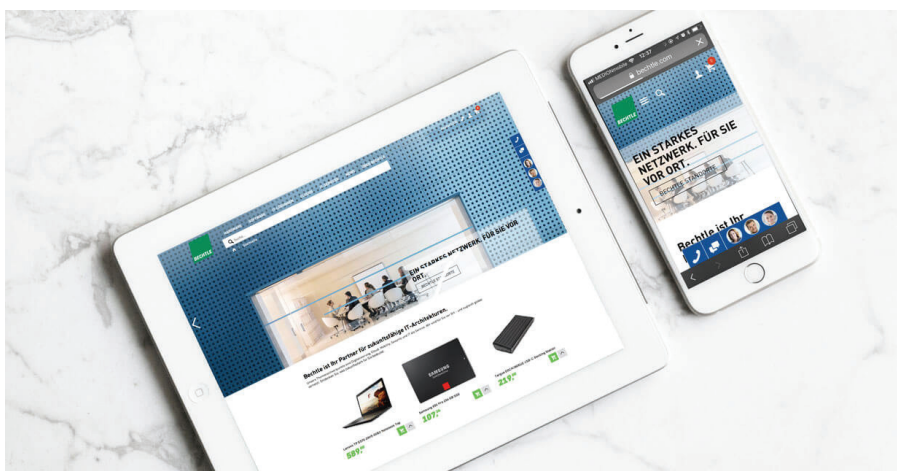

Industry
IT Hardware & Software

Country
Germany

Implemented by
Neofonie

Site
www.bechtle.com

Corporate website and online shop on a single platform

Bechtle's new website combines its corporate site and e-shop on one platform. With a new design, expanded customer services and a future-oriented IT architecture, the entire Bechtle portfolio is clearly visible on the web for the first time. Neofonie supports Bechtle with IT consulting and technical implementation.

Bechtle is active in Germany, Austria and Switzerland with around 70 IT system houses and is one of the leading IT companies in Europe with e-commerce companies in 14 countries. Founded in 1983, the group headquartered in Neckarsulm currently employs around 8,600 people. Manufacturer-independent, Bechtle offers its more than 70,000 customers from industry and commerce, the public sector and the financial market, a complete range of IT infrastructure and IT operations from a single source. Bechtle is listed on the technology index TecDAX. In 2017, sales were around 3.6 billion Euros.

The challenge

Business units and customer services on one flexible platform

Bechtle is one of the leading IT retailers in Europe. More than 70 system houses offer over 70,000 hardware and software products and full IT services. For the future, Bechtle envisioned all business units and services integrated on one platform and flexibly adapted to customer needs. For this purpose, it developed a modern and sustainable infrastructure. Neofonie was commissioned as an IT consulting and implementation partner for content management.

The solution
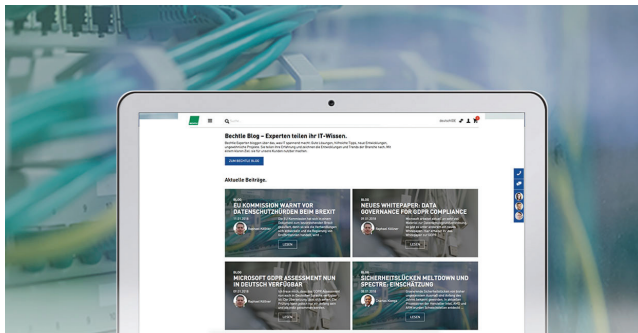
Bechtle's blog and magazine content, as well as company and product information, are united on one platform

Intuitive user journeys and customer centricity

bechtle.com is the new central content platform and B2B online shop at the same time. Neofonie developed a content solution for this purpose and integrated it with a shop solution, using Magnolia CMS and SAP Hybris as well as other specialist services. All information about the company, all services and products as well as blog and magazine content from Bechtle are thus united on one page. The entire site is geared towards simple, friendly and intuitive user journeys and customer centricity.

The result
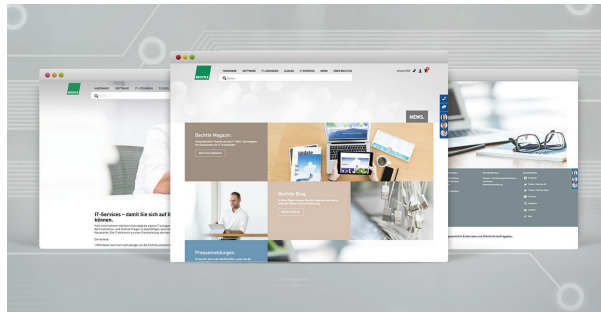
Bechtle's website merges content and commerce functionality

An architecture that combines content and commerce functionality

Bechtle's new system architecture is more flexible and future-oriented. It is also faster and easier to execute changes and roll out new fields of businesses and products, at lower maintenance costs.