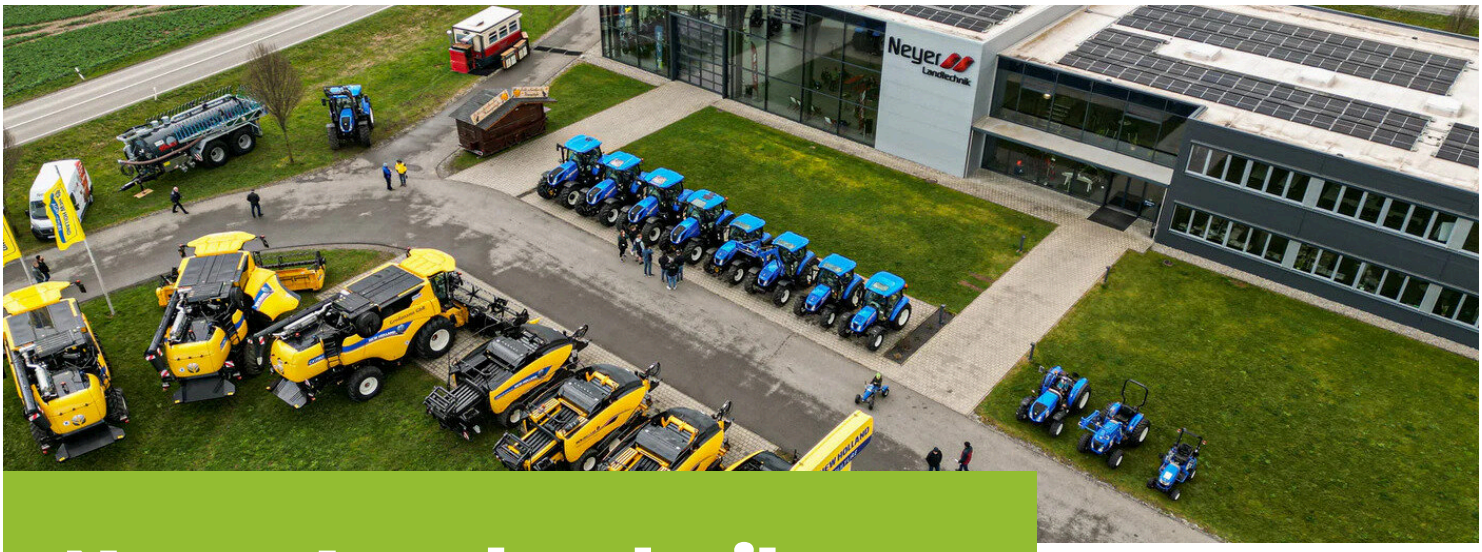


Neyer Landtechnik sets benchmarks with new online shop

Client:
Neyer Landtechnik GmbH

Date:
November 15, 2018

Categories:
Services , Topics , Branches , Solutions

Tags:
#Data Silos
#ERP
#Managed Service
#Pimcore hosting
#Handel

Precision farming, sustainable management and new digital business models are just some of the exciting topics that are increasingly making inroads into the agricultural engineering sector for the leading agricultural engineering company in the Allgäu-Bodensee-Oberschwaben region.

Challenge

With the relaunch of the corporate website and the online shop, the traditional family business wanted to introduce a uniform platform for the future communication strategy. In addition, the online offering and product portfolio were to be expanded and made more accessible to the target group with the help of an improved customer journey. The focus was on the strategic introduction of a single-source publishing solution that combines various digital disciplines such as CMS, PIM, DAM and eCommerce.

Solution

The decision for the future solution was made relatively quickly by **Pimcore** based on the customer requirements and set goals. After a very intensive and efficient conception phase, the **UX design** was developed on the basis of a **customer journey map** and implemented as a prototype. The entire project was implemented with Pimcore. The system's own **eCommerce framework** was used, which was even listed as a Cool Vendor in Digital Commerce by Gartner in May this year.

The special requirements of the customer's B2B business could be efficiently realized with the help of this framework. In addition to price rules, voucher codes, EIA, product variants, price filtering and much more, the payment provider Payone from the German savings banks (Sparkassen Deutschland) was also connected.

The search engine used was **doofinder**, which offers a search solution specialized in eCommerce. With the help of the **PIM,** the customer can now maintain the complete product data centrally and enrich it with additional touchpoint-relevant information. Via Pimcore even certain products can be exported and published directly to the Amazon reseller area.

Benefits for Neyer Landtechnik GmbH & Co. KG

- Better customer journey for the customer's target groups
- Fast publication of branch-specific trend themes in combination with products from the shop (Content2Commerce)
- Management and sale of over 350,000 products in one central system
- Publishing the products on external marketplaces such as Amazon

About the company

Neyer Landtechnik is one of the leading specialist agricultural engineering companies in the Allgäu-Bodensee-Oberschwaben region and impresses with competent employees, state-of-the-art equipment and a comprehensive range of services. Over the past 50 years, Wilhelm Neyer has developed the company into a modern agricultural engineering business and handed it over to his son Christoph Neyer in February 2018.

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