

Relaunch of LEDVANCE.com with FirstSpirit

Client:
LEDVANCE

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Categories:
Solutions , Services

Tags:
#Architecture
#Entwicklung
#Pixelboxx
#Industrie
#Case Study

Completely renewed UX/UI web design, revised customer journey, new navigation structure and page architecture, new tracking tool and the merging B2B- and B2C web presences into one common and modern page-in-page web presence.

Challenge

LEDVANCE operated a global B2B and a global B2C website, including a total of 80 country versions. The B2B web layout was LEDVANCE branded and more technical and product data-driven, while the B2C web layout was double-branded and presented a more consumer-oriented visuality. A uniform B2B/B2C state-of-the-art brand appearance was to be created, which met the latest brand specifications, presented the company in a more dynamic and younger way, offered customers faster and easier access to the desired content, and was based on the latest IT infrastructure and was therefore future-proof.

Solution

In order to be able to roll out all LEDVANCE websites, a template construction kit based on the **CMS FirstSpirit** was developed. The internal **PIM connection** was brought up to the latest status in order to integrate the diverse product data in FirstSpirit and to enrich it with additional, valuable content in the CMS by the editor. Likewise, the existing **DAM interface of Pixelboxx** for the provision of media was updated and the search engine HAUPIA to the current version. A client-capable concept was developed and then implemented in order to use content and templates several times across the various country websites.

Benefits

- Modern, target group oriented web presence
- Uniform brand identity
- Better Customer Journey
- B2B and B2C address in a website
- FirstSpirit as very good starting point for future developments
- Initial rollout of LEDVANCE.com and LEDVANCE.de

"*asioso has given us very good advice, throughout the entire project and led to a successful relaunch.*" - Altagracia de Guia-Landenberger, Head of Digital Marketing at LEDVANCE GmbH

About LEDVANCE

LEDVANCE is a global leader in general lighting for professional lighting users and end consumers with a comprehensive portfolio of LED luminaires, advanced LED lamps, smart home and smart building intelligent and networked solutions, and traditional light sources. Emerging from the general lighting division of OSRAM, the company is now owned by the Chinese lighting company MLS Co., LTD.

www.ledvance.com

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