

A steel bike with a design award - asioso is setting up the shop for the prestigious thyssenkrupp steelworks bike project

Client:
thyssenkrupp Steelworks

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Tags:
#Industrie
#Pimcore
#Pimcore E-Commerce
#PAYONE
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A bicycle made of steel wins the Red Dot Design Award! thyssenkrupp, which is actually more in the automotive industry, designs an innovative bicycle frame made of steel and wins the coveted award. This shows that thyssenkrupp understands its core area of steel. asioso supports thyssenkrupp Steel in the development of their online store for their prestige project steelworks bicycles. The project was implemented with the open source solution Pimcore. asioso set up Pimcore and the store itself accordingly and implemented the existing design.

Challenge

One of the challenges was to present the various configuration options of the bikes in a user-friendly manner. The goal was to enable customers to personalize their bikes by selecting specific details, such as the fork, and adapting them to their preferences. The entire configurator had to be manually programmed. Additionally, the 360° visualization of the bike posed a challenge, as it needed to dynamically adjust based on the selected configuration.

"*We got to know a perfect asioso team, where all the individual gears in the system mesh together seamlessly. Our set goals, based on the listed tasks, milestones, and responsibilities, were fully achieved. We always experienced the collaboration positively and, in every case, constructively.*" - Patrick Degner, Regional Business Development / Head of Sales & Marketing steelworks by thyssenkrupp

Solution

The prestige project steelworks by thyssenkrupp was implemented using **Pimcore**, an open-source software that includes a native e-commerce module. This made it possible to integrate an online shop with a full purchase process and payment handling. The payment module for Pimcore, previously developed by asioso, which allows for an easy **Payone** integration, was also used for this website. Since Pimcore also functions as a **Product Information Management (PIM) system**, it enables centralized management of all product data and seamless distribution to other systems – including headless applications. The website is available in both **German and English**, ensuring a broad target audience reach. To promote the online shop, a **newsletter function** was implemented using **Zoho**.

Benefits

- The steelworks team at thyssenkrupp can manage the shop independently, including adding new products.
- Simplified content management and streamlined news publishing.
- Ability to deliver personalized content.
- Product personalization to enhance customer experience.
- The **Zoho newsletter** function allows for the creation, distribution, and analysis of newsletters.
- E-commerce tracking via **Google Analytics** facilitates data-driven conversion optimization.

- Responsive website for an optimized user experience across all devices.
- Integration of voucher and discount functions.

About thyssenkrupp steelworks

"Built by engineers. Made from steel." – **steelworks by thyssenkrupp** designs innovative bicycles featuring a pioneering steel frame, manufactured using state-of-the-art production methods and the patented **inbike® technology**. thyssenkrupp has been producing steel for over **200 years** and currently employs around **27,000 people** in this sector. With an annual production of approximately **12 million tons** of high-quality flat steel, thyssenkrupp is among the **leading producers** of this high-tech material. Leveraging its extensive experience as a supplier to the **automotive industry**, thyssenkrupp applies this expertise in the **development, design, and production** of steelworks bikes.

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