

Case Study – Blum

Rapid deployment of digital experiences in 70 countries and 30 languages for increased customer engagement



The Blum Story At-a-Glance

Blum is a global manufacturer of furniture fittings with eight plants in Vorarlberg, Austria, additional production sites in Poland, the USA, Brazil and 30 subsidiaries/representative offices. Blum supplies more than 120 markets. Needing to create more content-driven and personalized experiences to its customers across 70 regions/countries, Blum tapped into the power of the FirstSpirit Digital Experience Platform (DXP) to deliver superior customer experiences and support the company's mobile-first strategy. Leveraging FirstSpirit's enterprise-class features, Blum was able to quickly and easily create engaging content throughout its global network.

The Highlights

- Quickly deployed FirstSpirit to initiate Blum's mobile-first digital experience strategy across 70 countries and in 30 languages.
- Easily created and published content that targeted customers across multiple industries.
- Easily integrated multiple existing enterprise applications including PIM, CRM, and Google Analytics.

About Blum

Blum is a global family business with 7,600 employees, which specializes in the manufacture of furniture fittings. Numerous E-SERVICES support customers along the entire value chain. The company has production sites in Austria, Poland, Brazil and the United States, as well as 30 subsidiaries and representative offices worldwide. Blum distributes its products to the furniture industry and hardware retailers in over 120 countries.



The Situation

Blum needed a content management system (CMS) that would help their marketing teams deliver advanced digital experiences across multiple channels that would address the needs of different customer segments across the world. Blum needed a solution that would do more than a traditional CMS including enabling their technical and non-technical teams to deliver content-driven experiences to their customers faster and easier than they had experienced from other all-in-one CMS and marketing suite vendors.

Blum selected FirstSpirit hybrid (headless+) content management system based largely on its ability to easily enable Blum to deploy a “Mobile First” digital presence for different countries and languages.



We chose FirstSpirit to enable rapid execution of our mobile-first digital experience strategy at a global level across 70 countries and in 30 languages. FirstSpirit DXP is easy to use and helps our global marketing teams deliver personalized digital experiences to our customers very quickly.



— Sabine Stadelmann,
Digital Marketing Communications,
Julius Blum GmbH



The Solution

Scale: Rapid and Efficient Management of Content Across 70 Countries

FirstSpirit enabled Blum to deliver a consistent brand across the world while at the same time providing marketing teams in different regions the flexibility to tailor web content to meet local needs. Marketers and editors at Blum use translation workflows and FirstSpirit's templates to quickly and easily create content for all markets, channels and campaigns. Once created, the templates, microsites and landing pages can be reused by non-technical teams across Blum for local projects. Regional marketers can craft product information that is focused on the unique needs of each market which reduces time-to-market and provides flexibility to regional marketing managers while maintaining corporate standards.

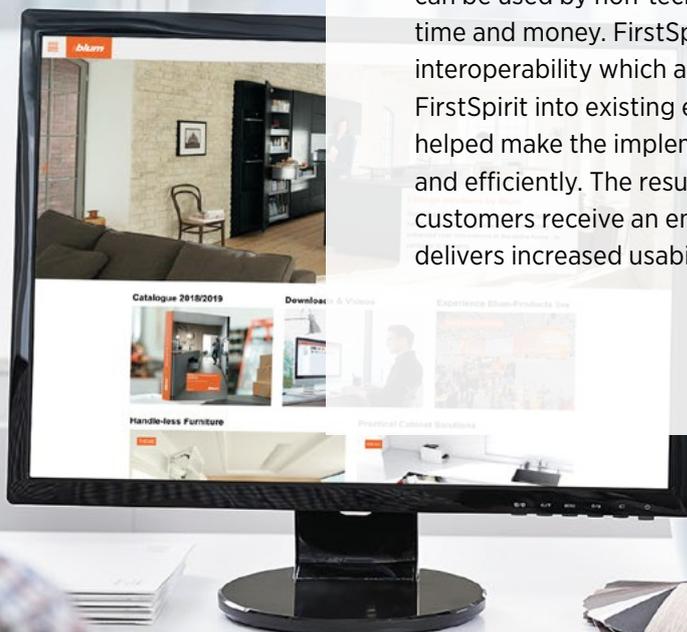


Each of our regions have unique needs from a content and design perspective. FirstSpirit allows our regional marketing managers to easily create digital experiences that map to local markets.



Easy Integration and High Usability

Interoperability is a core advantage of FirstSpirit, enabling rapid integration in any digital experience ecosystem. FirstSpirit offers a number of features that can be used by non-technical staff which helps save time and money. FirstSpirit was designed to simplify interoperability which allowed Blum to easily integrate FirstSpirit into existing enterprise applications which helped make the implementation process run smoothly and efficiently. The result is that Blum's channels and customers receive an engaging digital experience that delivers increased usability and secures customer loyalty.



Satisfied and Empowered Teams Across 70 Countries

With FirstSpirit, Blum has been able to meet the needs of market- and target-group-specific content required across more than 70 websites, landing pages and microsites enabling Blum to optimize communication across all of its international target groups. Central marketing, IT, as well as the numerous editors across all countries work with FirstSpirit, achieving their digital experience objectives with ease.



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We are satisfied with FirstSpirit's ability to deliver inspiring experiences to our customers. What's been of greatest value to us is FirstSpirit's high level of usage, flexibility and agility to meet future needs.

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— Sabine Stadelmann,
Digital Marketing Communications,
Julius Blum GmbH

 **e-Spirit**
The Digital Experience Edge

About e-Spirit

e-Spirit's FirstSpirit Digital Experience Platform, offered through a SaaS or on-premises model, helps businesses engage customers and increase revenue with personalized, content-rich digital experiences anytime, anywhere. Savvy digital marketers across all industry sectors rely on the FirstSpirit platform—which includes a hybrid (headless+) CMS, AI-driven personalization and omnichannel marketing capabilities—for individualized and synchronized content delivery across all channels to differentiate their companies and compel their users to action. We call this the Digital Experience Edge.

www.e-Spirit.com