



e-Spirit

Case Study Hornbach DIY-Stores
Internet | E-Commerce



Customer experience platform with FirstSpirit and Hybris integration

Improved sales due to efficient online support of brick-and-mortar operations in 140 markets

Up to 75 percent faster time-to-market for creation of additional Web pages and online stores

Simple management of multilingual Web projects in new countries

Strong customer loyalty through attractive added-value products on the Web

“We are regularly ranked number 1 in customer satisfaction surveys. With FirstSpirit and Hybris integration, we are not only managing the websites and online stores, but also supporting the entire customer experience management process.”

Steffen Schulz, Systemarchitect Operations E-Business IT,
Hornbach-Baumarkt-AG

Wanted:

A content management system (CMS) for building an international multichannel platform in the highly competitive DIY sector (do it yourself), which can be seamlessly integrated with the leading e-commerce system Hybris.

Found:

Hornbach-Baumarkt-AG opted for FirstSpirit which combines content management with the highest possible usability for website visitors and editors. In perfect sync with Hybris, FirstSpirit has extended Hornbach's brick-and-mortar business and that of its eight national affiliates by adding innovative e-business with supporting cross-channel campaigns that offer customers a complete shopping experience.

Hornbach now has:

- A central CMS for the Hornbach brands and 140 markets in nine countries
- Seamless integration with the Hybris e-commerce solution
- Improved sales due to sufficient support of brick-and-mortar stores
- More than 3,000 pages with comprehensive product information and services for home improvement supplies
- Simple localization and updating of country and market-specific content
- Up to 75 percent reduction in costs for content creation
- Minimal requirements for internal training and support services
- Faster launch of additional Web pages and stores without using additional IT resources
- More efficient operations in VMWare software environment

WEBSITE + ONLINE SHOP =
CUSTOMER EXPERIENCE PLATTFORM



MORE THAN **3,000**
PAGES WITH WIDE ARRAY OF
PRODUCTS AND SERVICES



ONLINE STORE AND
LOCAL MARKETS
COMPLEMENT ONE
ANOTHER



SEAMLESS
INTEGRATION WITH
hybris SHOP SYSTEM

EUROPE-WIDE
ONLINE STORE +
140 **9**
MARKETS IN
COUNTRIES



75% FASTER
CONTENT CREATION

THE **NO. 1** IN CUSTOMER
SATISFACTION STUDY 2012

takes 1st place again in Customer
Monitor from Servicebarometer AG



About e-Spirit

e-Spirit is the manufacturer of the FirstSpirit™ content management system which seamlessly integrates all IT solutions and Web Apps needed for a successful online strategy. FirstSpirit meets the highest demands when it comes to usability, performance, and return on investment.