



Case Study – Media-Saturn Group

Bricks-and-mortar electronics giant Media-Saturn Group cements success with e-commerce sites powered by IBM WebSphere Commerce and FirstSpirit™ CMS

As the company wide CMS system, FirstSpirit was a key factor in our strong online sales performance.

Hajo Deeg, CTO MS E-Business
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MEDIA - SATURN

Project highlights

- A central CMS for two retail sales brands and 900 stores in 15 countries
- Seamless integration with IBM WebSphere Commerce Server and Pixelboxx (DAM system)
- Efficient management of multilingual websites
- Significantly faster content maintenance for editors
- Brand- and country-specific content can be maintained centrally while market-specific content is managed at the local sites



The Challenge: To design and implement a companywide multichannel platform

With more than 900 stores throughout Europe carrying some 100,000 diverse products, Media-Saturn Group, with chain brands Media Markt and Saturn, has long been the dominant consumer electronics giant in Europe, a position it sought to solidify by garnering online sales. The goal was to take Media-Saturn into the next phase — from being only a bricks-and-mortar electronics giant into a full service multichannel company. Media-Saturn developed and implemented a multichannel sales strategy with IBM WebSphere Commerce Server as the platform for its retail chains along with targeted IT solutions, including e-Spirit's content management system FirstSpirit that would meet needs of the electronics giant's multi-country websites and ensure continued success in its online stores.

The solution: Integrating best-of-breed systems to achieve e-commerce success

Media-Saturn turned to FirstSpirit for its tight integration with IBM WebSphere Commerce Server and its ability to collaborate seamlessly with Media-Saturn's preferred solutions, such as the digital asset management system Pixelboxx and automated content search feature. FirstSpirit's™ platform neutrality enabled third-party software to be quickly added to the IT infrastructure, which contributed to the Saturn website going live in a short time frame.

Media-Saturn triples online sales

In 2012, just one year after switching over to its multichannel strategy, Media-Saturn saw sales for its until then eight online stores triple its 2011 figures. As the companywide CMS, FirstSpirit was a key factor in making content creation and management easier and more professional for the main Media Markt and Saturn websites as well as the localized sites in 15 countries.



Significantly faster content creation

FirstSpirit's™ high usability and efficient editorial processes help editors at Media-Saturn's corporate headquarters and its international subsidiaries save time in maintaining the online stores since all content can be created, edited, updated and published significantly faster.

Multilingual websites create competitive edge

Media-Saturn's dominance with its online and bricks-and-mortar stores has placed the company among Germany's most successful multichannel companies. The group is pursuing a similar position Europe-wide. Key to this is to provide the local markets outside of Germany with the best possible content in the relevant languages. Thanks to its comprehensive out-of-the-box multilingual functionalities, FirstSpirit supports many foreign languages, including eastern European variants. Website visitors can select among several languages within one localized website.

Synergies created through multitenancy

With the help of a centralized CMS for Media-Saturn and the individual local subsidiaries, the corporate group is now able to create valuable synergies between Media Markt and Saturn. The flexible authorization and role system in FirstSpirit enables client-specific content to be updated centrally and market-specific content to be updated locally. At the same time, FirstSpirit's™ multitenancy support ensures that clear structural and design boundaries can be set up within the subsidiaries to cover rights management or country- and brand-specific corporate designs.



Outlook: Leading the way with flexible and adaptable CMS

Media-Saturn plans to offer a comprehensive array of products in 15 countries, making it the leader in Europe's multichannel business for consumer electronics. With the move of both brands into online business, transparency between the companies and local stores has been established which has spurred internal competition and promoted a more decentralized spirit of innovation. This includes new sales-generating business ideas and savings potential, such as marketing advertising space on the online sites or using logistic clouds that can replace expensive and elaborate warehouses. In this continuous innovation process, FirstSpirit is, for Media-Saturn, the user-friendly and flexible platform for all of today's needs and all of tomorrow's ideas.



Media-Saturn Group

Media-Saturn-Holding GmbH with headquarters in Ingolstadt, Germany, has brought together independent brands Media Markt, Saturn and the Internet Pureplayer redcoon under one roof.

The group posted net earnings of € 21 billion in 2012, boasts 320 million customers, and has roughly 65,000 employees. It is majority-owned by METRO AG and has business operations in 17 European countries.



Saturn store in Berlin (Germany)

“With FirstSpirit™, we are now able to create and publish content significantly faster.”

Hajo Deeg, CTO MS E-Business
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About e-Spirit

Quality comes from inspiration

e-Spirit is the manufacturer of FirstSpirit, the content management system for companies with high expectations of their solutions. e-Spirit is a reputable internationally-oriented product supplier with big-name customers in all sectors.

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