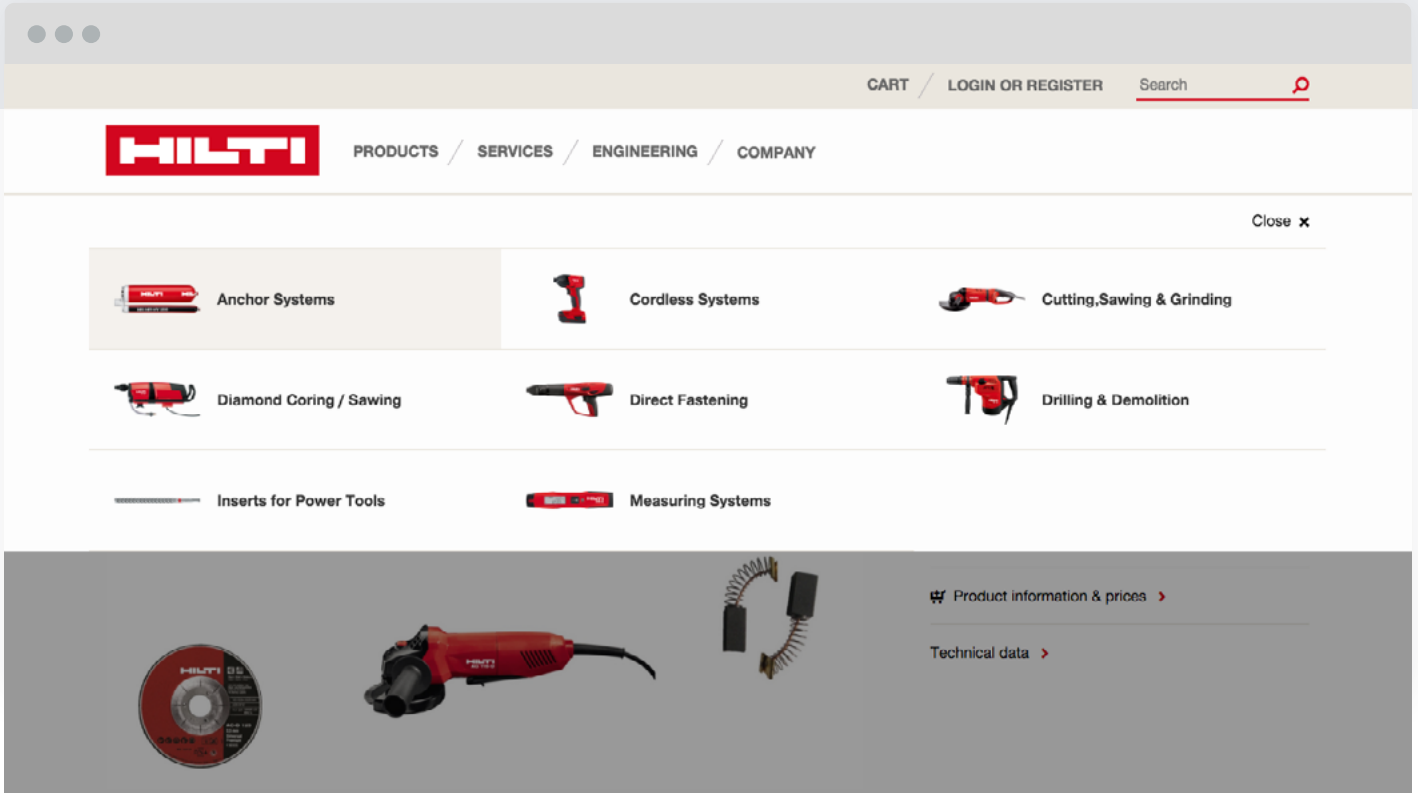Construction

International Expansion with the MVP

The multi-billion Euro Hilti Group develops, produces and sells products for the construction industry. To ensure a fast and cost-effective solution for an MVP expansion into Africa, Hilti decided to use the Spryker Commerce OS without back-end integration into their ERP solutions.

As a premium partner for construction professionals, it is important for Hilti to create outstanding customer experiences. The product range and the services offered are therefore adapted to the respective market requirements. This also applies to the online shops, which Hilti has adapted to country-specific requirements. Thanks to the Spryker Commerce OS, Hilti is able to launch new, non-backend-integrated online shops in various countries within a short period of time.

Inter-nationalization

With the **multi-store function**, Hilti can set up individual, international shops, each offering different products, prices or languages, or serving a specific customer group. Similar structures can be shared between the shops, others easily managed separately.

CMS features for a more attractive shopping experience

Thanks to the **CMS feature**, Hilti can customize its online shops and make the shopping experience attractive for its customers. Especially in the B2B sector, where purchasing decisions are often made on the basis of complex factors such as service, quality, price and support, the best possible presentation of products and services is a decisive factor. The easy-to-use CMS tool with customizable blocks and pages makes it possible to present images, texts and much more on the entire website.

User-friendly filter options make navigation easier

Thanks to the large **selection of filter options**, Hilti offers an easy-to-navigate filter and search function. These options allow Hilti to represent a multi-layer filter structure, guiding customers through the shop first by selecting a product group and later by providing detailed information on product features.

Hilti is active in 139 countries and operates 75 country-specific online shops. The Spryker Commerce OS is used for 8 country shops.

Spryker

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