

An aerial photograph of a large industrial facility, likely a warehouse or distribution center. A long, straight loading dock runs horizontally across the middle of the image. Along this dock, a long line of semi-trucks is parked, their trailers extending to the right. The trucks vary in color, including white, yellow, red, and blue. To the left of the dock is a large, multi-story building with a flat roof. The ground is paved and shows some wear and tear, with dark spots and cracks. The overall scene depicts a busy logistics hub.

HellermannTyton

How Global Manufacturer HellermannTyton Leverages Data and Personalization to Drive Its Digital Strategy

Sharing Data with the World

HellermannTyton is the leading manufacturer and supplier of cable management systems, represented in 39 countries around the world. It's aiming to create a more personalized experience for its customers, while harmonizing its worldwide systems and data internally.

The initiator of these long term, complex projects is Alexander Platzbecker, responsible for global eBusiness. He leads the technical realization of HellermannTyton's Internet presence in 28 countries and owns the internal central data hub and intranet. Day-to-day his role includes monitoring SEO activities, keyword strategy, content marketing and social media.

Alexander and his team wanted to ensure relevant data is available, to both HellermannTyton customers and employees, to support business success. Which was, as you'd expect, quite a challenge.

Building with a Flexible, Futureproof CMS

As part of realizing this objective, Alexander started to search for a new Content Management System (CMS), as HellermannTyton's former system did not have the capabilities to support such an ambitious digital communication strategy.

Alexander was looking for a solution that could guarantee consistent product presentation with features, such as search, to support sales and marketing.

Attracted by the strong separation between content maintenance and content delivery, Alexander chose to opt for Bloomreach Experience Manager (brXM) - a java-based enterprise CMS.



Impact:

- **Lift in website visitors, search requests and conversions**
- **Personalized content displayed for visitors and customers**
- **Creation of active knowledge management system**

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We saw a continuous increase in sessions, visitors, search requests and conversions

- Alexander Platzbecker,
Head of Global eBusiness
at HellermannTyton

Creating a Highly Personalized Experience

Guided by, what Alexander describes as a "future-oriented, agile" team at Bloomreach, HellermannTyton started to build a robust data management system with brXM. This set up the foundation for HellermannTyton's global eBusiness strategy.

For prospects and customers, Alexander created a powerful, responsive website. The site is centered on personalization and incorporates relevance targeting to cluster even unknown audiences and deliver different content to different personas.

HellermannTyton took personalization to the next level by offering an exclusive personalized area called MyHellermannTyton for its customers. As part of this service, HellermannTyton offers features like favorite lists, last searched terms, and a hardware registry to help customers find products as fast as possible.

After creating www.hellermanntyton.com with Bloomreach, "We saw a continuous increase in sessions, visitors, search requests and conversions," remarks Alexander, "we easily multiply our content into multiple languages. Our SEO content, for instance, is built once and works in many countries." Alexander has also noticed that content managers find brXM easy to use, with little training necessary, and save time as a result.

A Central Data Hub

To maximize information sharing within HellermannTyton itself, Alexander established a worldwide corporate intranet, accessible with Single Sign On. A central data hub where employees can find in depth product information, contribute their own knowledge, and find a centralized human resources administration center.

"This active knowledge management system, used 24/7 by employees, helps business and sales all over the world," acknowledges Alexander.

Personalization is the Future

In the future, HellermannTyton will continue to put its focus on personalization to optimize the customer journey. Alexander explains that, "From my opinion, personal approach - personalized data and personal service - will determine the digital future."

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HellermannTyton

HellermannTyton Profile:

HellermannTyton is a leading manufacturer and supplier of quality products for fastening, fixing, installing, connecting, insulating, protecting and identifying electrical cables and network connectivity solutions. More than 5,400 employees work at HellermannTyton in 39 countries to offer first-class service and advice.



Bloomreach Experience Manager

Bloomreach Experience Manager (brXM) is an open and flexible CMS, designed for marketers and developers, that allows businesses, like HellermannTyton, to integrate with the systems to drive results.

[Learn more at Bloomreach.com](https://www.bloomreach.com)



Velocity

brXM supports fast cycle times for innovation, both for IT and marketing. This creates agility across all teams to maximize creativity, delivery, learnings, and business results.



Flexibility

The API-accessible platform to enable any resource to feed into any channel, touchpoint or application delivered as Content-as-a-Service, Full-Page Rendering, headless, or any combination.



Personalization

All components in brXM are designed to be targeted with existing site visit behavior or characteristics, based either on automatically segmented personas or pre-configured characteristics.



See Bloomreach Experience Manager in Action

[Schedule Live Demo](#)