

blackbit

digital Commerce



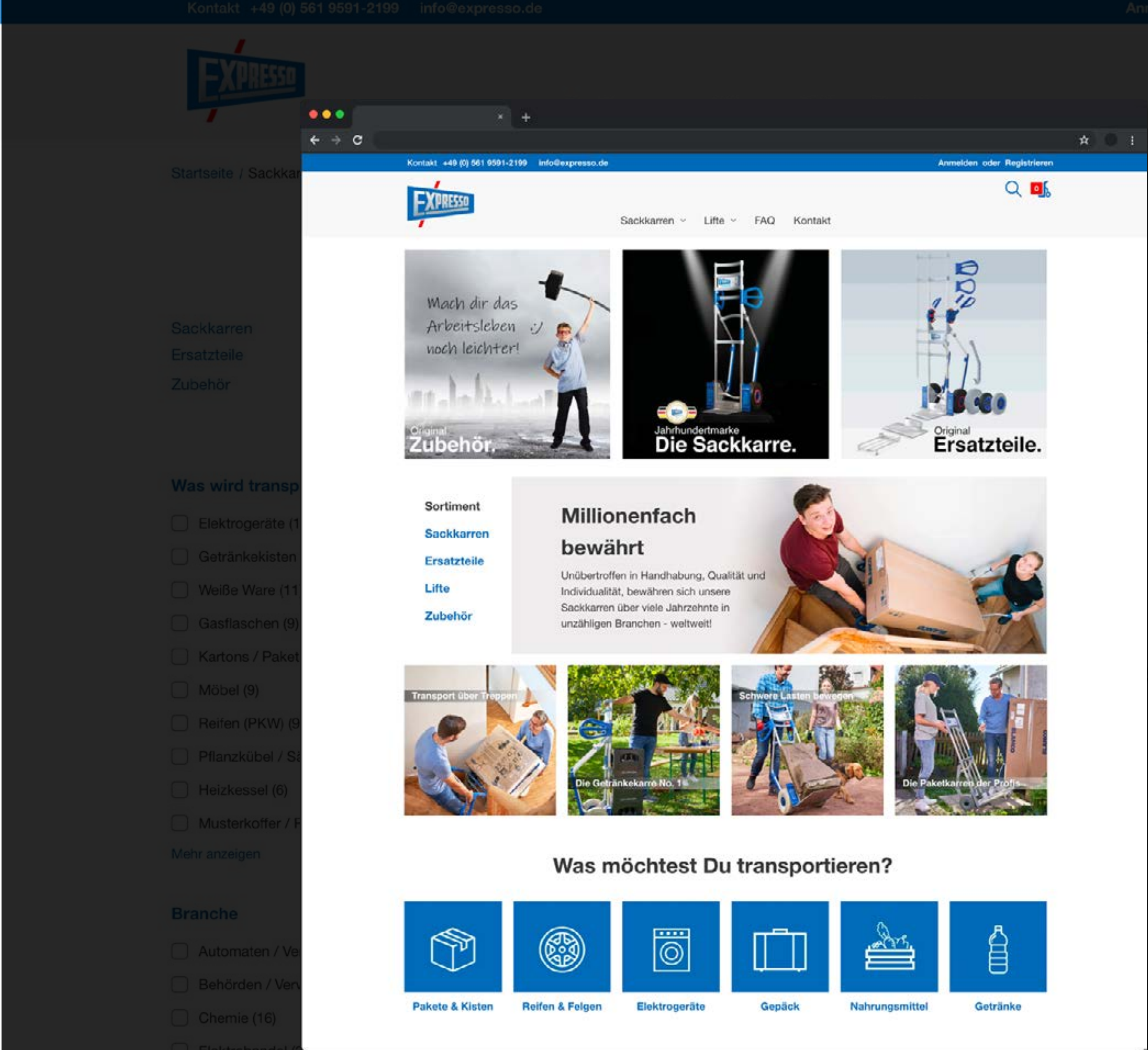
Into the Future of E-Commerce with BigCommerce

EXPRESSO Deutschland GmbH & Co. KG

The Challenge

Improving something good always involves the risk of falling behind current results. But instead of following the motto „never touch a running system,“ the EXPRESSO Deutschland GmbH & Co. KG and Blackbit digital Commerce GmbH decided to lay the foundation for the next milestone in e-commerce.

The starting point of the project was a very well performing store based on the Pimcore e-commerce framework. On the occasion of a redesign of the company presentation and the necessary adaptation of the design for the online store, including a Pimcore update, EXPRESSO and Blackbit asked themselves whether a new technical basis would generate greater added value with a comparably high investment.



The Starting Point

The starting point of the project was a very well performing store based on the Pimcore e-commerce framework..



Startseite / Sackkarren

Sackkarren ▾
Lifte ▾
FAQ
Kontakt

Sackkarren

Sortieren nach: Empfohlene Artikel ▾

Sackkarren
Ersatzteile
Zubehör

Was wird transportiert?

- ☐ Elektrogeräte (13)
- ☐ Getränkekisten (11)
- ☐ Weiße Ware (11)
- ☐ Gasflaschen (9)
- ☐ Kartons / Pakete (9)
- ☐ Möbel (9)
- ☐ Reifen (PKW) (9)
- ☐ Pflanzkübel / Säcke (8)
- ☐ Heizkessel (6)
- ☐ Musterkoffer / Reisegepäck (6)

Mehr anzeigen

Branche

- ☐ Automaten / Vending (18)
- ☐ Behörden / Verwaltungen (36)
- ☐ Chemie (16)
- ☐ Einzelhandel (24)



Stapelkarre Universal Type 2 011 21
505,11 €
zzgl. USt. und Versandkosten

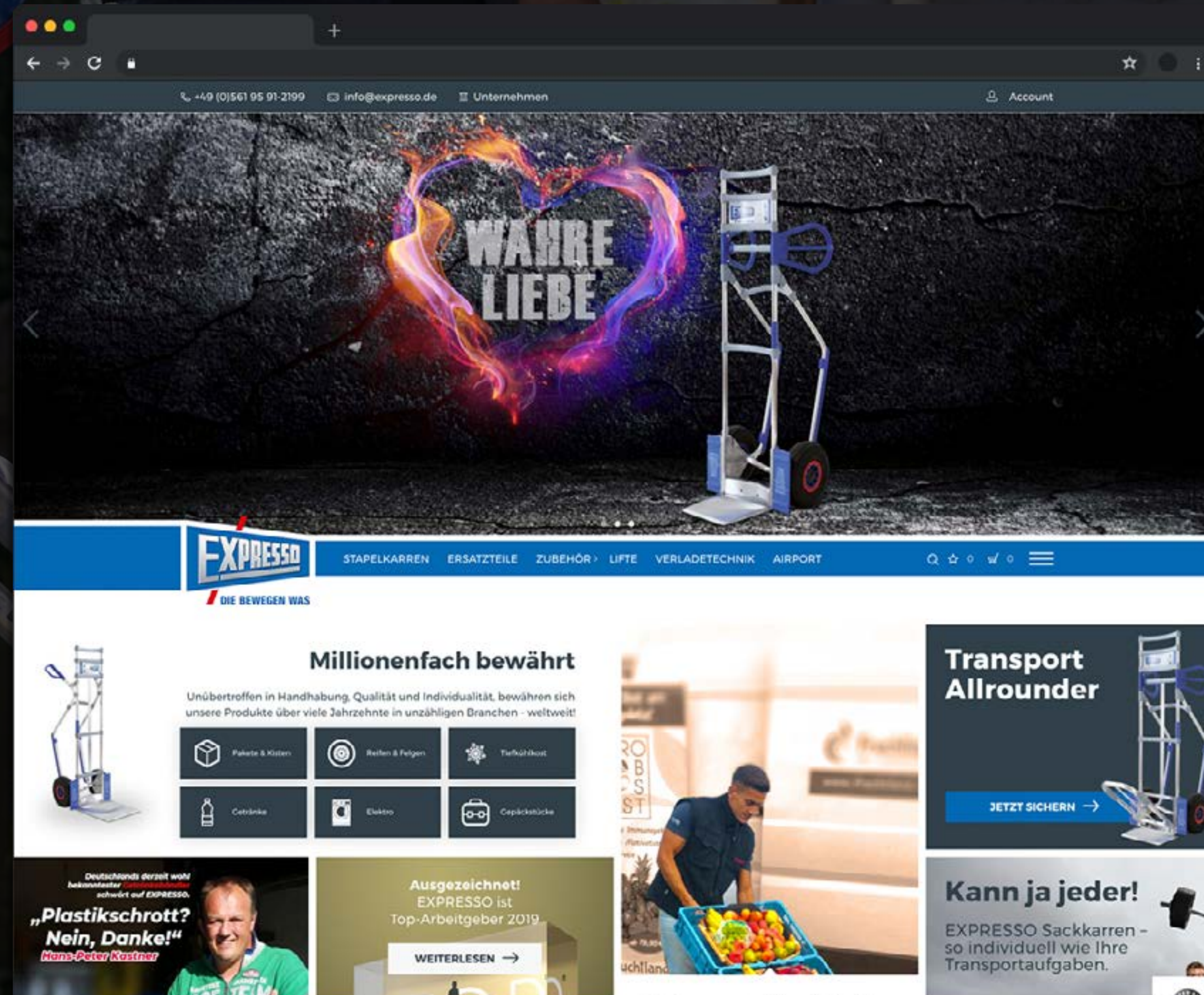


Stapelkarre FavOrit Type 243 811 21
532,23 €
zzgl. USt. und Versandkosten



Klappkarre mit Stützkufen Type 271
851 21
494,94 €
zzgl. USt. und Versandkosten

The unique selling points and strengths of the previous store were to be retained. These include the convenient product information management, the helpful filter options, the detailed product configurator, and the option of personalizing the promotional signs of the hand trucks online in the course of the ordering process.



In addition, the store system was to enable easily configurable segmentation according to customer groups in line with the distinction between B2B and B2C, including shipping regulations and payment methods that can be configured in different ways.

At the top of EXPRESSO's wish list was the ability to become more flexible in the design of the store front end.

Banners, text boxes, image galleries and other content elements should be able to be placed as freely as possible in the store. More marketing tools should be available or easily integrated into the admin panel via the app store.

In general, the EXPRESSO team wanted a richer admin panel that would open up more design freedom in order to become more independent of external service providers..



Blackbit advises us since 2016 in the e-commerce since 2016 customer-oriented and reliable.

Our goals and wishes are always in the foreground and become recommendations for action on the basis of a common understanding of technology, possibilities and budget into recommendations for action.

Rene Clobes, Manager for Digital Marketing
at EXPRESSO

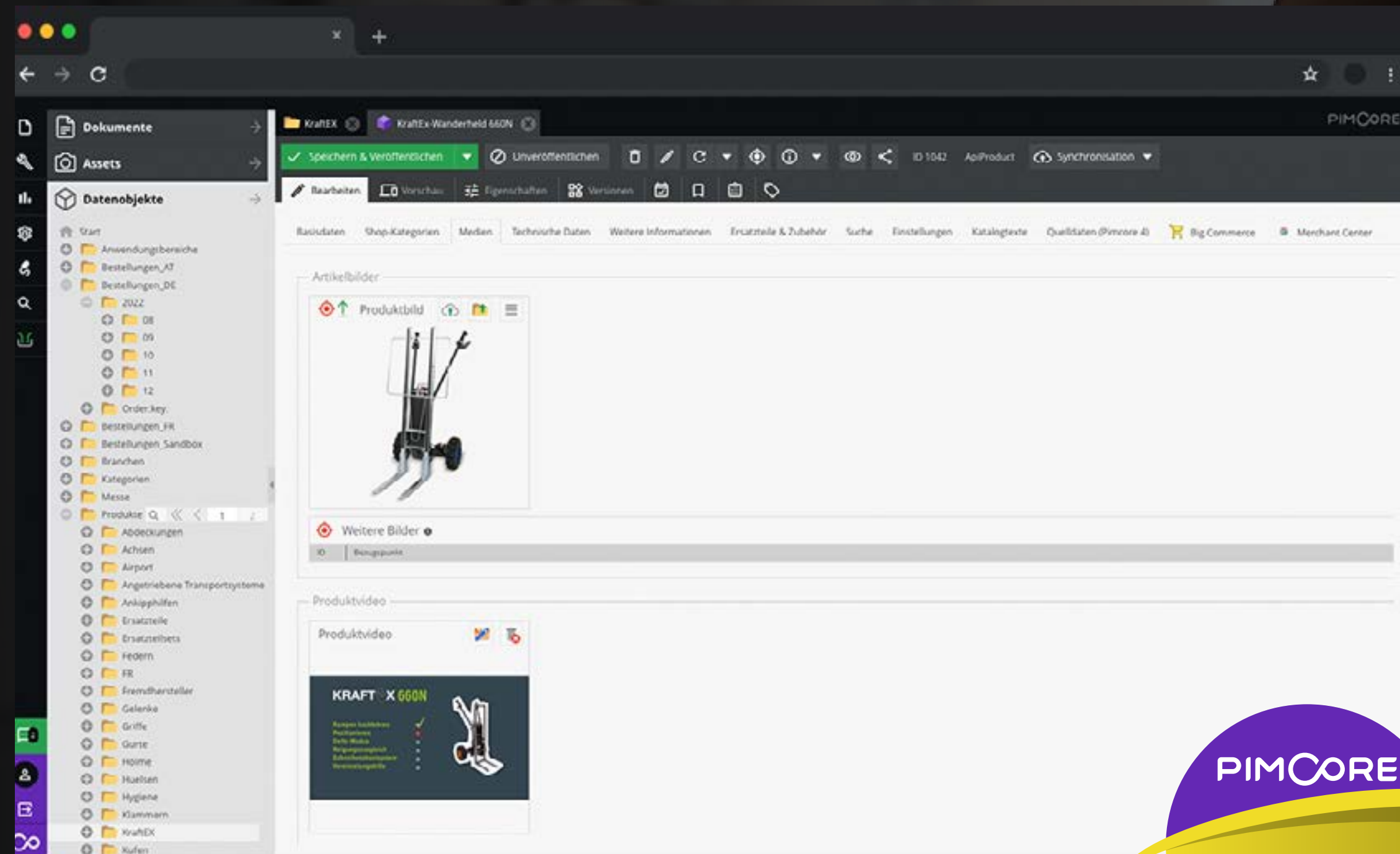
Why BigCommerce?

It was clear from the start that the maintenance of product information should remain in Pimcore. The article data is maintained centrally in Pimcore for various regional webshops and is also used in the production of print products via EasyCatalog. A data feed also feeds the Google Merchant Center with relevant product information.

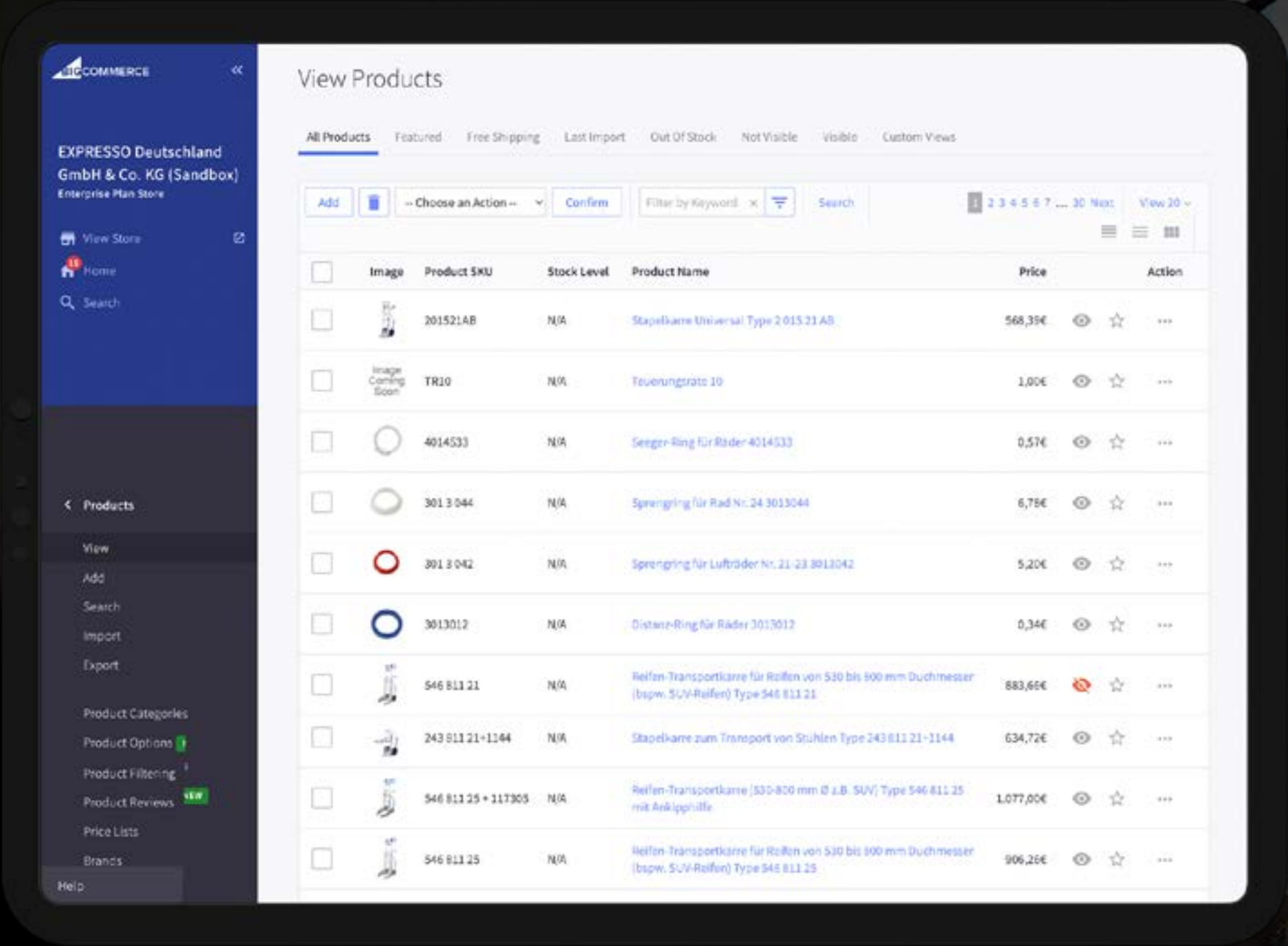
As a PIM system, Pimcore is hard to beat and is named a leader in Master Data Management by the internationally renowned consulting firm Gartner for good reason.

So an equally powerful store system had to be found that could be connected to Pimcore via an interface.

All technical adjustments should be easily transferable from the German to the French and Austrian webshop. In order to reduce operating costs, EXPRESSO preferred a software-as-a-service solution, in which license, hosting, and update costs are billed via a monthly flat rate.



Three cloud store systems with a modern software architecture made it onto the shortlist: Shopify, BigCommerce and Shopware 6.



BIGCOMMERCE
PREFERRED PARTNER

In the end, BigCommerce came out on top in a direct comparison of costs, speed and range of functions.

Especially the page builder and the comfortable admin panel were convincing. By means of product options, the personalization of the hand trucks could also be realized in BigCommerce.



“

Pimcore is the foundation of our product information management. In combination with BigCommerce as e-commerce frontend, we have the optimal solution in terms of security, performance and flexibility, we have found the optimal solution.

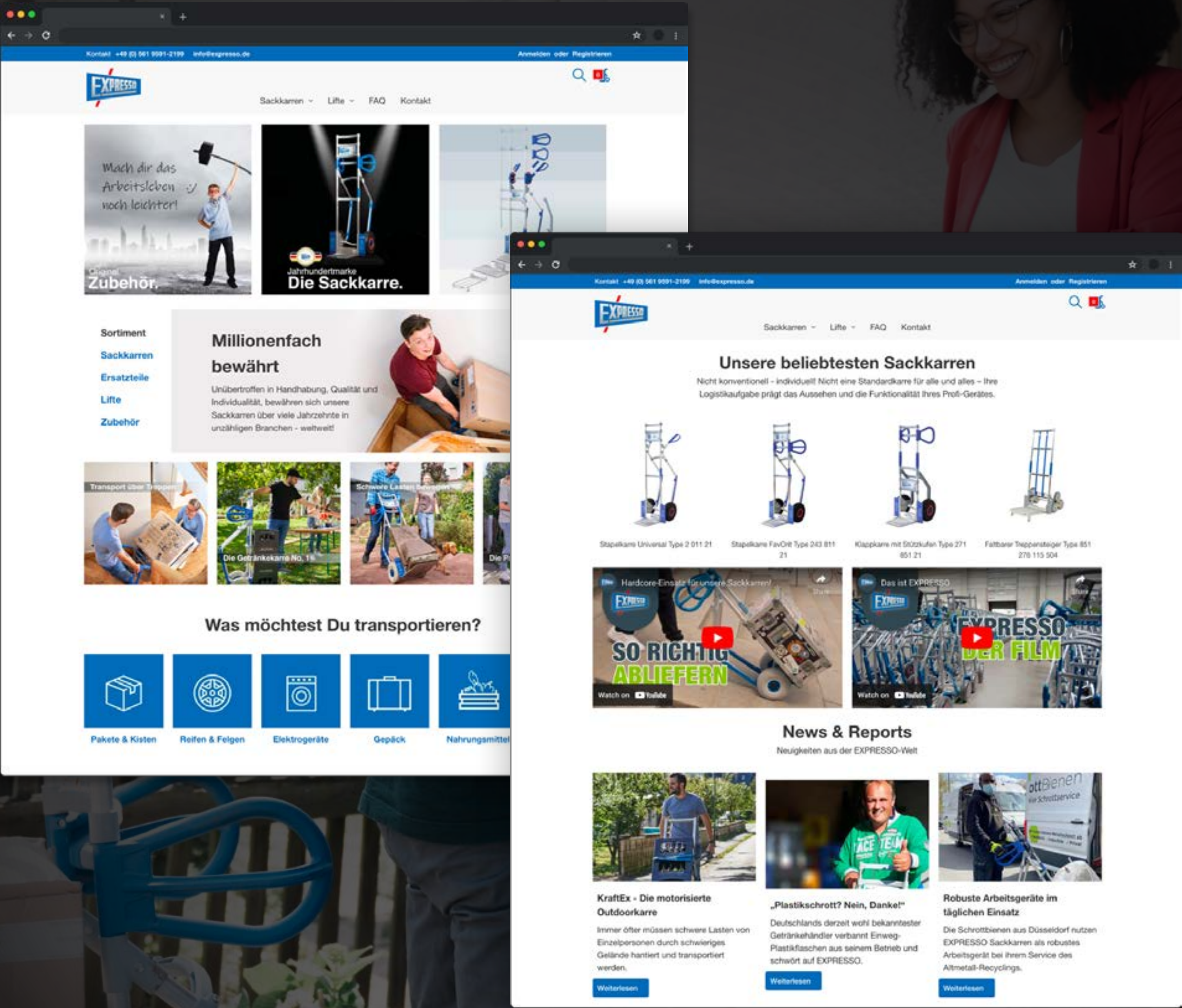
Rene Clobes, Manager for Digital Marketing
at EXPRESSO

”

The implementation

At the time of the relaunch of the Internet presentation, the new store was also to appear in the new, altogether calmer corporate design.

The focus was to be on sales, leaving information and image largely to the Internet presentation. In order to give the EXPRESSO team great leeway in the design of the store frontend, as much content as possible was realized on the basis of Page Builder widgets.



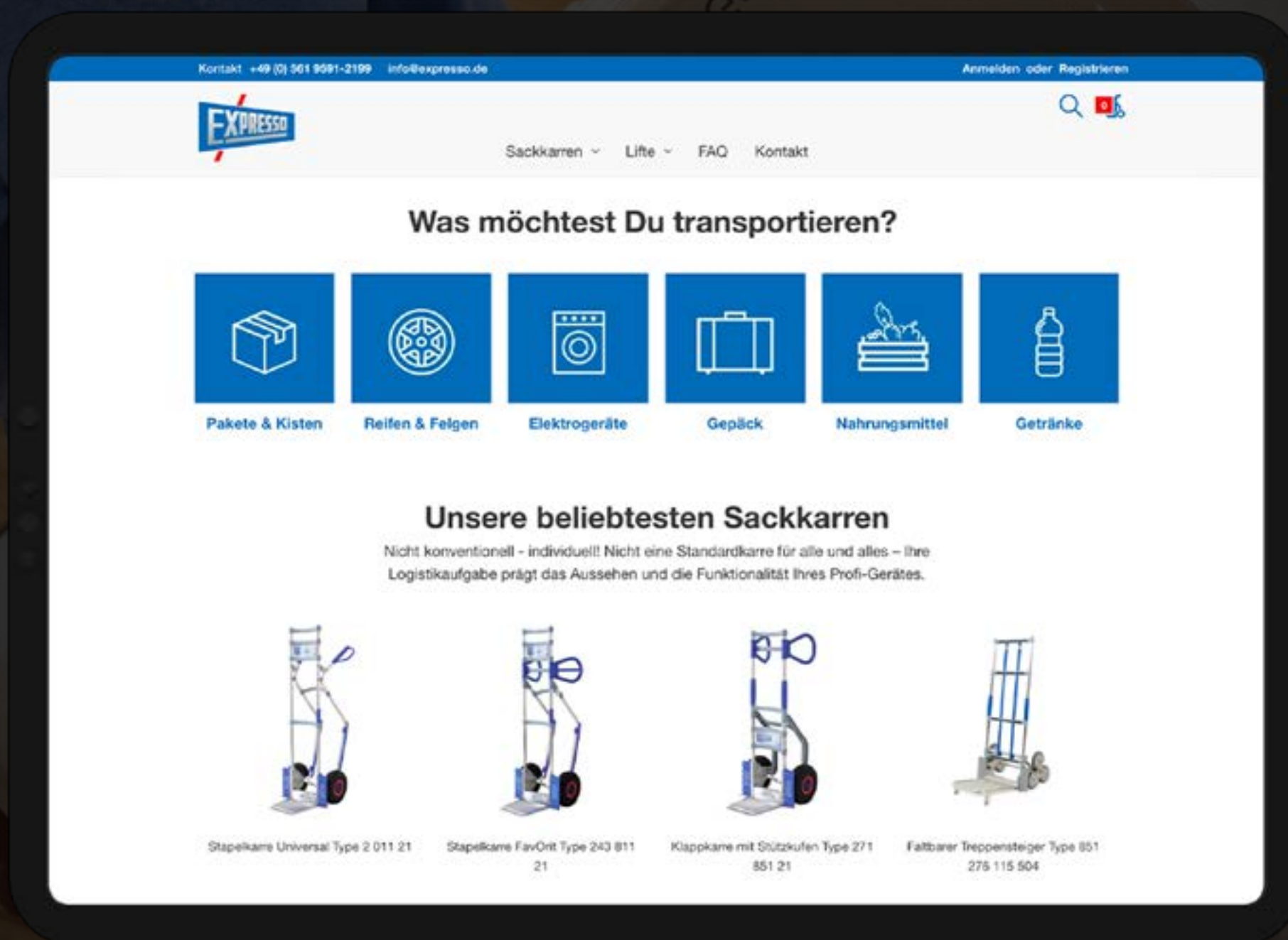
Cornerstone

The starting point for the implementation of the design was the universal BigCommerce theme Cornerstone, which is suitable for extensive product catalogs.

Responsive by design, the template is prepared for optimal display on desktop, tablet and smartphone. Due to Blackbit's high demands on the user experience, several developer hours went into the template, because the called page should really adapt perfectly to the user's device.

The homepage carousel, social media icons, featured and top selling products social media icons, the „Featured and Top Selling Products“, the product filters, product recommendations in the shopping cart and the optimized one-page checkout were taken over with few changes.

Product images and other graphics are stored on a content delivery network (CDN) and rendered in lazy-loading mode. The optimized loading times contribute to a good user experience and also ensure better findability of the store in search engines.

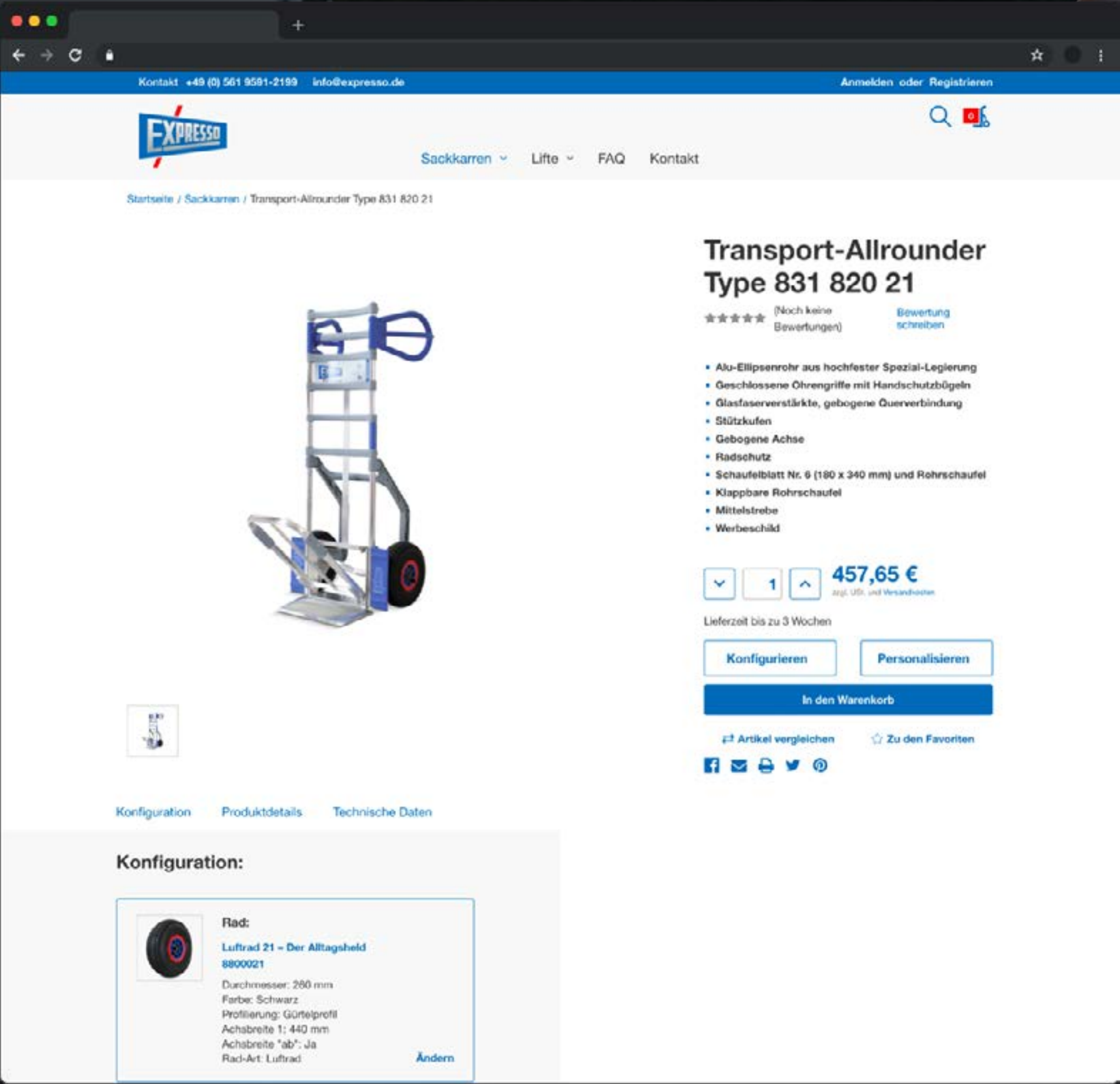


Product-configuration

EXPRESSO customers enjoy numerous product configuration options in the new store.

Customers can assemble the equipment for individual products according to their own wishes and configure the design of product details with just a few clicks: Tires, shovels, handles and other product features can be set completely individually and independently of each other.

Every change is immediately reflected in the product preview including the updated price and shows product details of the self-configured item.



Configure products according to your own wishes

Tires, shovel, handles and other product features can be adjusted quite individually independently.


Kontakt +49 (0) 561 9591-2199 info@expresso.de

EXPRESSO

Sackkarren ▾ Lifte ▾ Logistik ▾ FAQ Kontakt

Konfiguration Produkt


Konfiguration:



Rad:

Luftrad 21 – DER ALLTAGSHELD 8800021

Durchmesser: 260 mm
Farbe: blau
Profilierung: EXLAN
Achsbreite: 260 mm
Achsbreite 2: 440 mm
Rad-Art: Luftrad





Schaufel:

Rohrschaufel


Länge: 180 mm
Breite: 260 mm
Klappbar: Ja
Achsbreite: 260 mm
Achsbreite 2: 440 mm

KONFIGURIEREN

Griff Rad Schaufel Zusammenfassung



LUFTRAD 21 – DER ALLTAGSHELD 8800021



Nur für EXPRESSO Karren mit gebogener 25 mm-Achse geeignet! Nicht geeignet für Paket/- Gepäckkarren!

Das Luftrad (Ø 260 mm) mit Gürtelprofil, EXLAN-Felge und 25mm Nabendurchmesser, schwarz, wird vollständig montiert und mit aufgepumpten Schlauch geliefert.

Das Gürtelprofil minimiert den Rollwiderstand und ist für die alltägliche Nutzung im Innen- und Außenbereich zu empfehlen.

Lufträder sind für den Transport von empfindlicher Ware und bei unebenen Terrain zu empfehlen. Durch ihre stoßdämpfenden Eigenschaften, federn sie auch bei größeren Unebenheiten Erschütterungen ab und lassen sich leichter über Bordsteinkanten schieben.

Die detaillierte Anleitung für die Montage von Rädern finden Sie unter: <https://www.youtube.com/watch?v=EdUfye6HCGo>

532,23 EUR

Zur Konfiguration hinzufügen

Transport- Type 831 8

★★★★★ (Noch keine Bewertungen)

- Alu-Ellipsenrohr aus hochfestem Aluminium
- Geschlossene Ohrengriffe
- Glasfaserverstärkte, gebogene Achse
- Stützkufen
- Gebogene Achse
- Radschutz
- Schaufelblatt Nr. 6 (180 x 260 mm)
- Klappbare Rohrschaufel
- Mittelstrebe
- Werbeschild

▼ 1 ▲ 4

Lieferzeit bis zu 3 Wochen

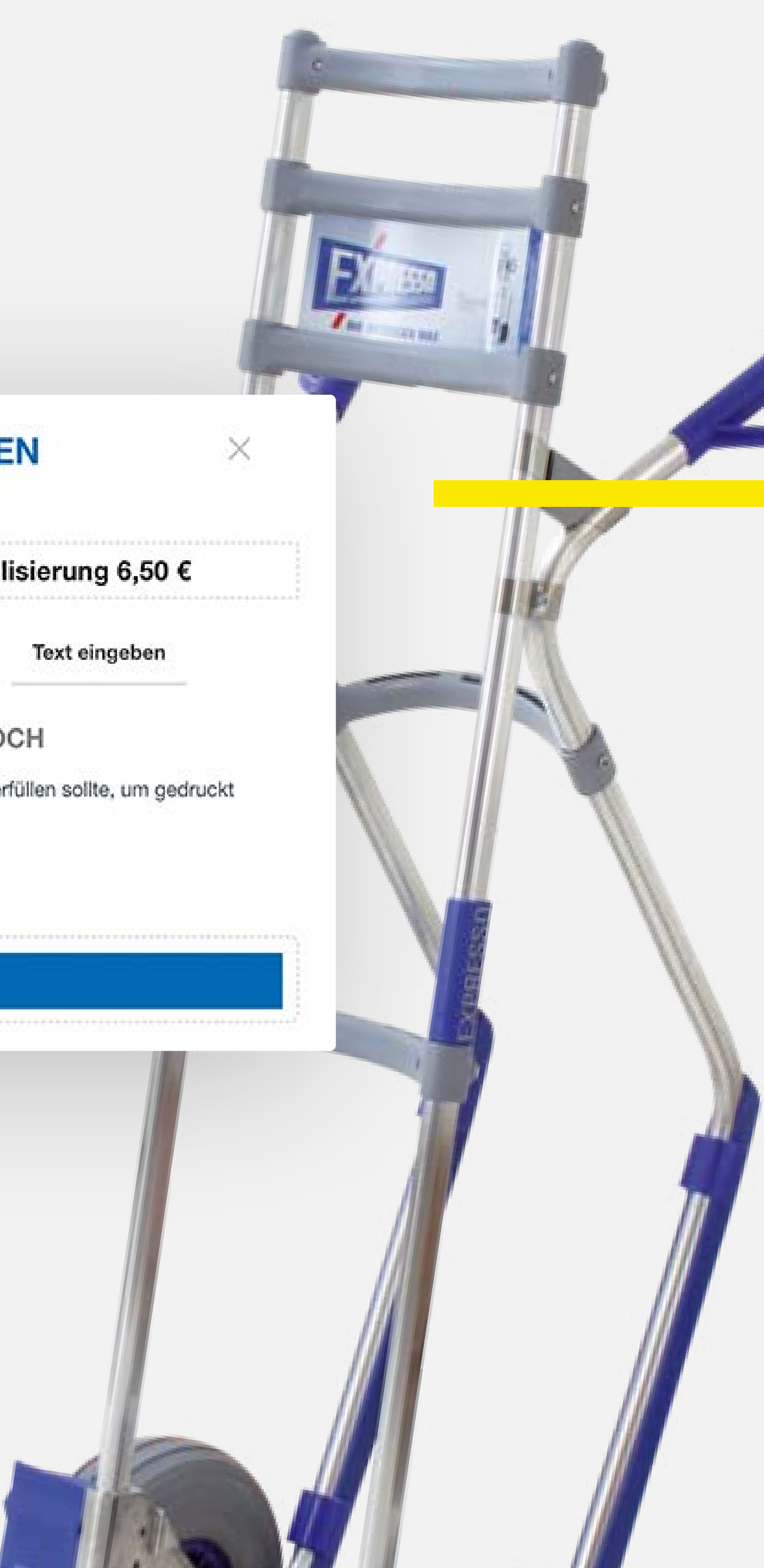
Konfigurieren

In den Warenkorb

Artikel vergleichen

f e p t p

Individual options for personalization



LOGO HOCHLADEN ✕

Pro Stapelkarre kostet die Personalisierung 6,50 €

Bild hochladen oder Text eingeben

LADEN SIE EIN BILD HOCH

Bitte beachten Sie, dass das Logo einige Voraussetzungen erfüllen sollte, um gedruckt werden zu können:

- Maximale Dateigröße 10MB
- Minimale Auflösung von 150 DPI

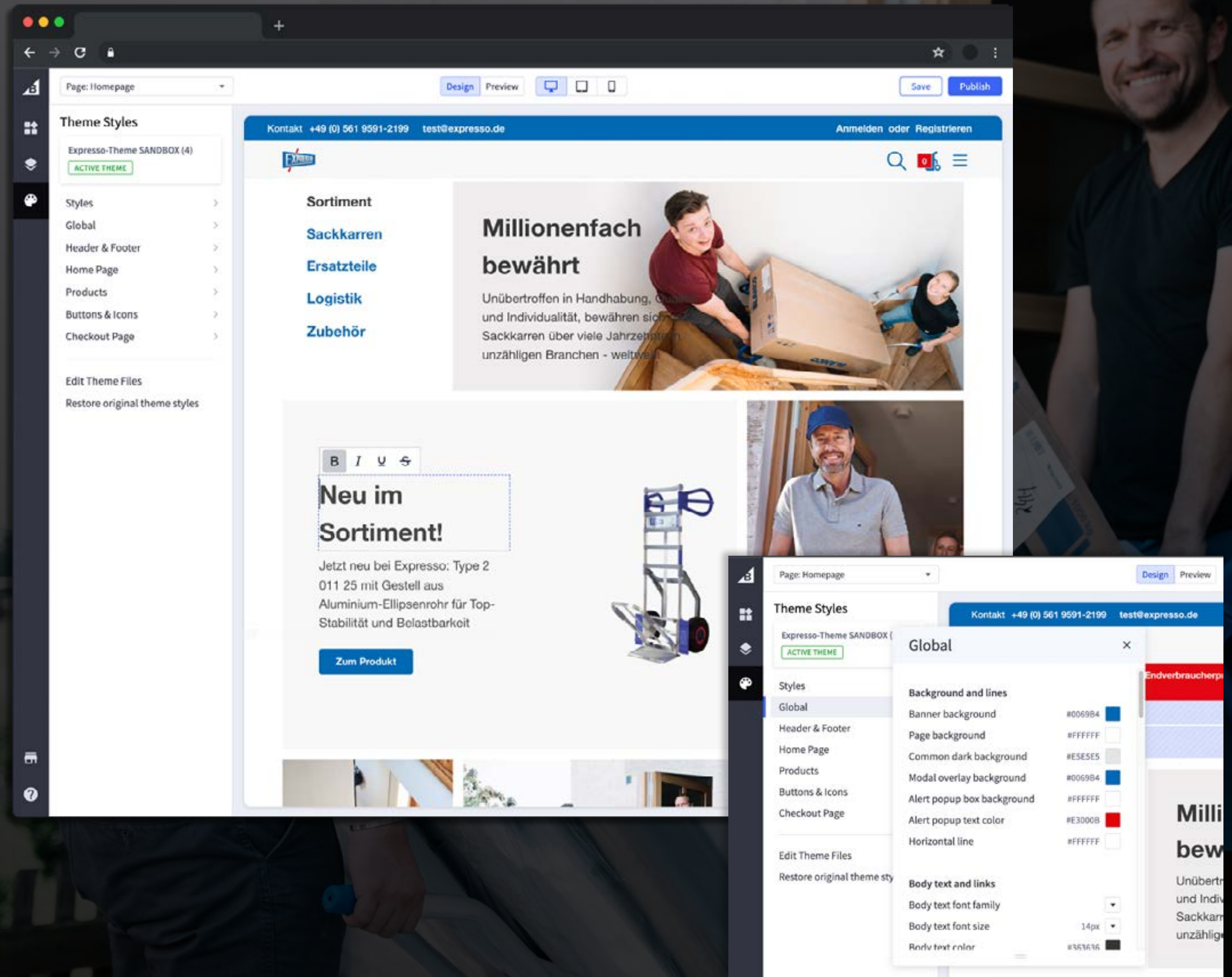
DATEI HOCHLADEN

In the standard version, products such as hand trucks are supplied with EXPRESSO logos. The new store again offers its customers the option of uploading individual logos or texts to have products individually printed instead of the manufacturer's logo, thus making them true to their own corporate design - either for advertising purposes or to protect their property.

Customized Customizations via Page Builder

With the Page Builder, EXPRESSO employees gained access to various content elements to place content in the store and to individually design landing pages. Colors, text sizes, and overall design settings are set centrally in BigCommerce and no longer need to be defined for the individual content elements.

This reduces user workload and ensures a coherent design. All content such as text blocks, images, videos, banners, image sliders or carousels, buttons and custom HTML blocks can be simply dragged and dropped onto the page and filled with content.





PIMCORE®

Own the Digital World

Pimcore X: Performance and basis for functional extensions

Since BigCommerce as a software-as-a-service application itself cannot be extended, it made sense to use Pimcore not only as a product information system, but also as a basis for functional extensions.

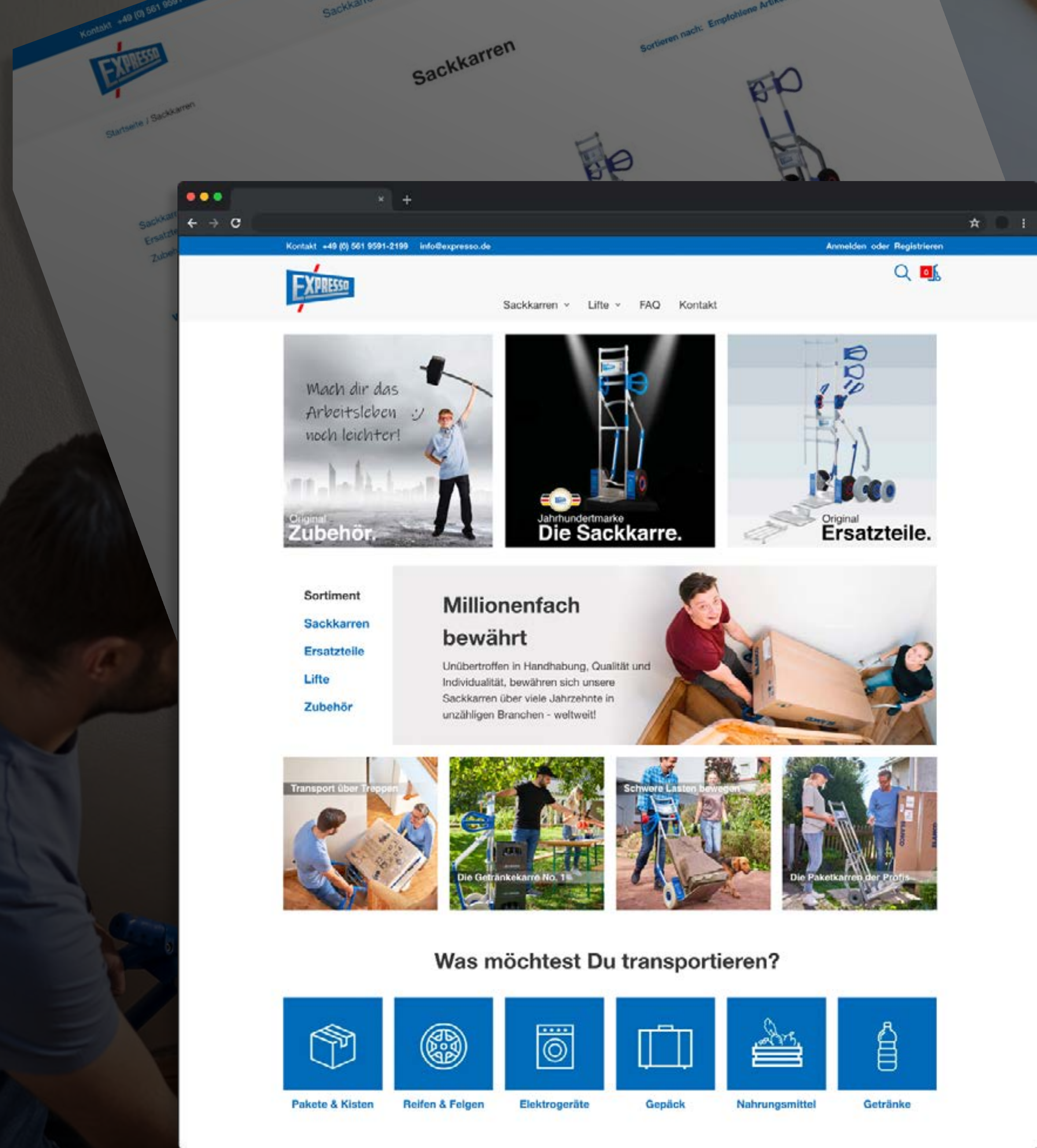
For example, Pimcore provides an API for additional data and translates the orders from the online store into EDIFACT format, the international standard format for electronic data in business transactions, in order to finally transfer them to EXPRESSO's merchandise management system.

The Result

Due to the joint experience from previous cooperation as well as the usual good communication and close coordination, the system change from a framework-based individual solution to a software-as-a-service application was successful.

The possibilities and advantages of the latest cloud technology are used without having to forego the proven additional functions that represent a unique selling point among the competition.

n the weekly jour fixes, Blackbit found pragmatic solutions for all of the client’s wishes, even if one or the other special request could not be met. Through joint project management, open questions were clarified, individual tasks were reprioritized again and again with a view to the budget, and understanding for the new technology on the one hand and success-critical customer requirements on the other hand was gained.



BLACKBIT DIGITAL COMMERCE GMBH - CASE STUDY
EXPRESSO DEUTSCHLAND GMBH & CO. KG

For the launch of the new website, Blackbit had successfully implemented EXPRESSO's wishes with the help of BigCommerce: The targeted addressing of different customer segments, including the associated pricing models and shipping costs, is carried out without much effort thanks to features that the e-commerce platform BigCommerce brings along innately.

At the same time, the EXPRESSO team is already familiar with the main features of the new site and store and is more than happy with the possibilities that the BigCommerce Page Builder opens up in terms of individual page creation and configuration.

Into the future of e-commerce with BigCommerce.





“

Thanks to the close coordination with the Blackbit team, the joint project management and the goal-oriented implementation, we succeeded in bringing the technology behind our website on a completely new footing within the budget.

The strengths of our store have not only been successfully retained, but have also been enriched with a target-group-specific customer approach. At the same time, the new technology simplifies our daily work with many useful functions - a real game changer!

**Rene Clobes, Manager for Digitale Marketing
at EXPRESSO**

”

Would You Like to Learn More?

We look forward to meeting you and will be happy to advise you.
Contact us.

Blackbit digital Commerce GmbH
Goettingen.Berlin.Hamburg.Kyiv.
Ernst-Ruhstrat-Strasse 6 • 37079 Goettingen

T +49 [551] 506 75-0
info@blackbit.com
www.blackbit.com



blackbit

digital Commerce

