EMOS

www.emos.cz

Sprinx
THE DOERS

Site of the Year 2016

EMOS

Sprinx Systems
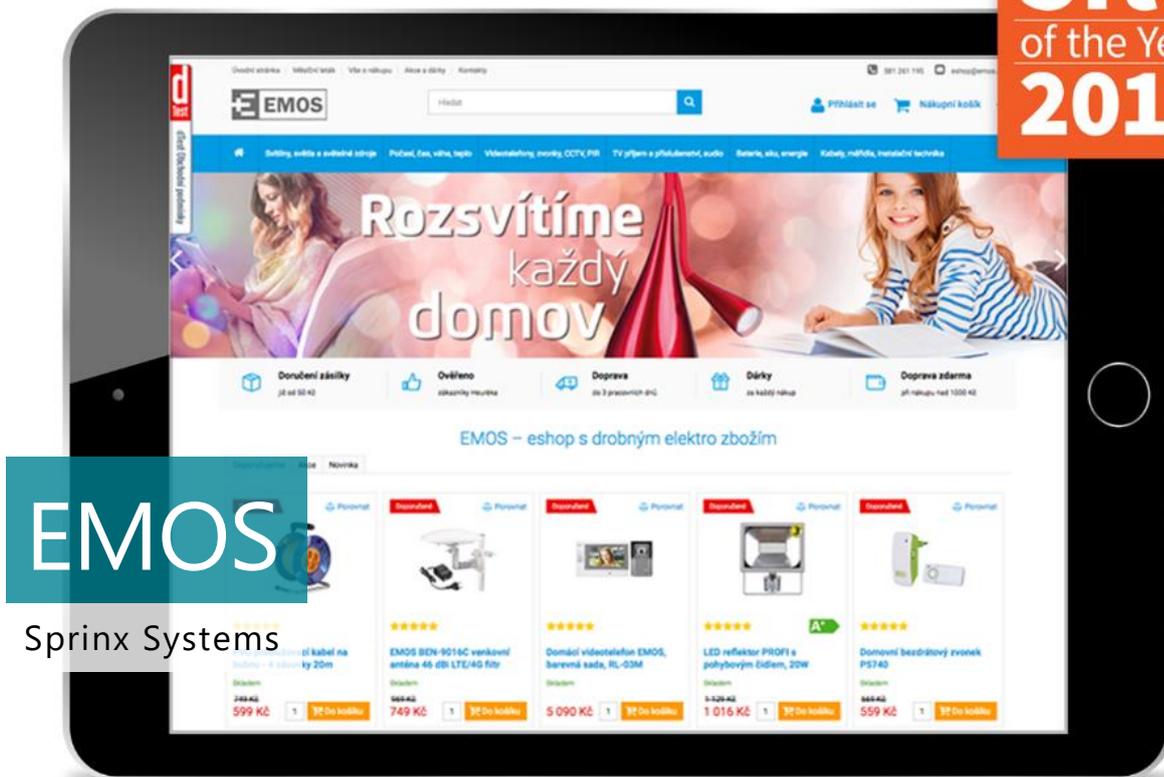
ELECTRONICS

EMOS supplies electrical appliances to the Globus, Kaufland, OBI, Electro World, Euronics, and Datart chain stores. It also has an Internet shop, from which consumers can buy goods directly.

Increase in the Quantity of Products Sold

82%

Background

Emos' main reason for deciding to replace its current e-shop with a new solution was the need to put in place a uniform platform where it can work intensively on developing business at both B2C and B2B levels in several European countries at the same time. EMOS sells its goods in the Czech Republic, Slovakia, Poland, Slovenia, Hungary, and other European countries.

Goals

- Modernize the Czech B2C sales channel and add another six language versions
- Put in place a B2B channel to speed up the processing of orders from partners in seven different languages
- Put in place a presentation website in seven languages

Challenges

- Create a uniform application that will be ready for integration in local IT environments and which provides local marketing teams with the chance to undertake their own sales campaigns
- Set the platform in such a way that the very latest marketing procedures and marketing automation can be implemented on that platform

Solution

The solution employs the automated Kentico E-commerce system within a broad infrastructure that is connected to Microsoft Dynamics NAV.

The solution covers all required functions—e-shop for end customers, e-shop for partners, corporate website and support for individual brands:

- Mass imports of B2B orders from external sources
- Integration for price comparison websites/generating XML feeds
- Integration with the Aukro auction site/showing advertisements, downloading orders
- Integration with carrier PPL/order issue points
- Integration with the ComGate payment gateway
- Integration with Google Analytics E-commerce/sales statistics within the context of GA
- The integration of the SmartMail mass mailing solution
- Integration with the Heureka price comparison site
- Putting in place an advanced, responsive design at several response levels
- Advanced marketing components and functions:
  o Forgotten shopping basket
  o Discount vouchers
  o Landing pages

- o Newsletters and connection to GA campaigns
- o A/B mailing tests
- o Personalization
- o Segmentation
- o Satisfaction with a purchase
- o Interest without actually buying
- Pricing:
  - o Wholesale and retail prices/price levels
  - o Configuration of prices, discounts, and discount vouchers enabling different settings for B2B and B2C portals
  - o Concealing B2B prices and discounts
  - o Price lists and feeds for B2B
- Structured data (microdata for better display when searching in Google)

Results

This is the largest e-commerce project implemented on the Kentico platform in Europe to date. The new portal will serve as a sophisticated sales channel in five European countries and in seven languages, moreover in modified versions for B2C and B2B customers.

The solution employs a number of processes of marketing automation and of optimizing the purchasing process, opening up new opportunities for communicating and working with clients.

Awards and recognition: *Kentico Site of the Year 2016*
in the Best Kentico Online Marketing Implementation category.

Key Criteria for Choosing the Kentico Solution

- It is a scalable solution that is open to further expansion in the future
- Enables the convergence of the B2C and B2B world of commerce—both sales channels can be served in the one solution.
- Kentico EMS makes it possible to use advanced marketing solutions/marketing automation.

Sprinx Systems

Sprinx has been on the market since 1996, throughout which time it has specialized on CRM and tailor-made commercial systems.

The company's objective is to provide the customer with the complete and mutually-integrated technological solutions that are required to succeed within the digital economy. We offer customers the creation and implementation of Sprinx CRM, robust e-shops, and portals with the very latest marketing tools or application hosting and IT outsourcing. Sprinx is also a prominent supplier of IT solutions for the pharmaceutical industry and HPC (High-Performance Computing) products.

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