

valantic



JOINING TECHNOLOGY SPECIALIST NORMA GROUP:

Implementing High-Performance, Magento-Based B2B Platform



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The online store of NORMA Group

NORMA Group approached valantic at the start of the collaboration, expressing its wish to achieve full-scale digitalization. The goal was to transition all of its analog B2B processes into a single, high-performance sales and communication channel. Magento (Adobe

Commerce) provided a robust platform for the e-commerce system. After establishing a solid foundation for this business in the DACH region, the focus shifted to optimizing the customer experience and expanding international sales, including in Australia.





The challenge

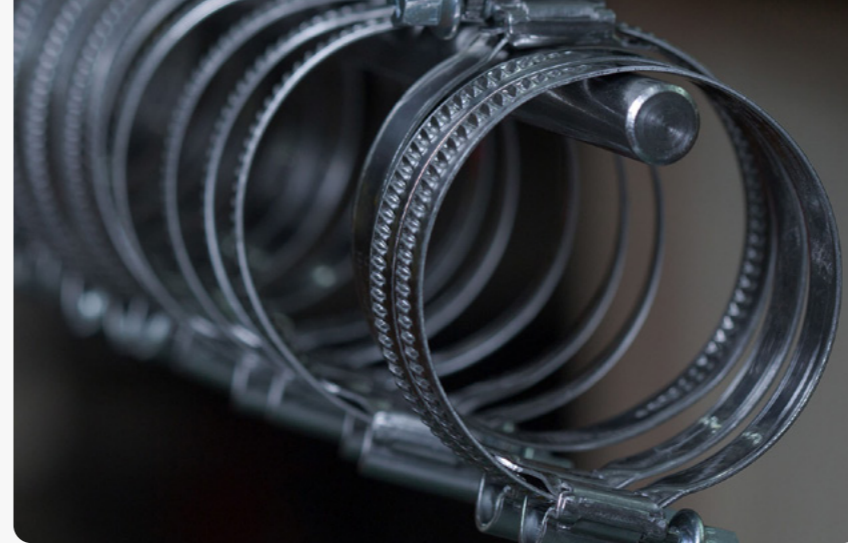
The collaboration between NORMA Group and valantic initially focused on designing the e-commerce platform and its features. The following key requirements were identified:

- Digitalized ordering processes: Modernization and streamlining of the ordering processes to cut costs.
- Creation of a digital communication and sales channel.
- Development of a hosting concept.
- Internationalization: Creation of opportunities for international expansion to attract new customers.

Solutions and results

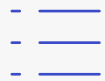
Taking the client's requirements into account, the valantic team worked together with NORMA Group to develop the technical solutions needed for the following:

- **Open B2B store:** Because the B2B online store is accessible to all visitors, potential customers can easily acquire information on specific products in advance and gain an impression of NORMA Group's product portfolio without the need to register.
- **Grouped products:** This feature of Adobe Commerce (Magento) lets a wide range of products and product variants be displayed and arranged ergonomically in the online store. In combination with the filter function, end-customers can then navigate quickly and easily to the best variant.
- **Optimized customer service:** Shoppers benefit from a self-service platform where they can conveniently download technical data sheets and place orders digitally, end-to-end. They also benefit from specific discounts via individualized pricing information and can track the status of orders in their login area. Extensive usability tests during the development phase ensured that the store is intuitive and provides an outstanding user experience.
- **Effective interfaces:** Numerous interfaces between NORMA Group's legacy IT infrastructure and the new e-commerce platform resulted in process efficiency and other benefits for NORMA and its customers. Interfaces to the company's pricing and ERP systems let customers place orders 24/7, check product availability, and view bespoke prices, saving both parties time. After the original integration with Microsoft Dynamics AX (later Microsoft Dynamics 365), valantic went on to develop interfaces for the digital asset management system QBank (which provides media assets such as product images) and the omnichannel marketing automation platform DotDigital Engagement Cloud.
- **Scalable cloud solution from a single source:** NORMA Group's store infrastructure is hosted via the Adobe Commerce Cloud, combining a holistic solution with flexible scalability and reliable performance. This constellation offers an optimal basis for internationalization and platform expansion.
- **Internationalization:** The valantic team worked with NORMA Group to internationalize the sales platform for the European and Australian markets. This enabled multinational cooperation between B2B customers and NORMA's contacts in Europe, Asia, and Australia. Plans to expand into further markets are already in place.



New project milestones

After the successful launch of the B2B platform, valantic and NORMA Group collaborated to enhance and further optimize the system, as follows:



Frequent order lists

NORMA customers can create personalized lists of frequently ordered items, making it quicker and easier for them to place repeat orders. These lists display availability, article numbers, gross prices, and user-specific prices for each product. Favorite products can be transferred from the frequent order list to the shopping cart with just two clicks.



Enhanced user experience

valantic's experts integrated additional features into the platform to further enhance the customer's user experience. These include a quick order function that allows faster order placement without using a shopping cart, and email notifications about product shipping.



Microsoft Dynamics 365 integration

The migration from Microsoft Dynamics AX to Dynamics 365 as the sales software allows real-time data exchange between Magento and NORMA's ERP system, ensuring quicker visibility of product availability and customer-specific prices.



Tiered pricing

Customers logged into the store can benefit from individual, tiered pricing based on order quantities.



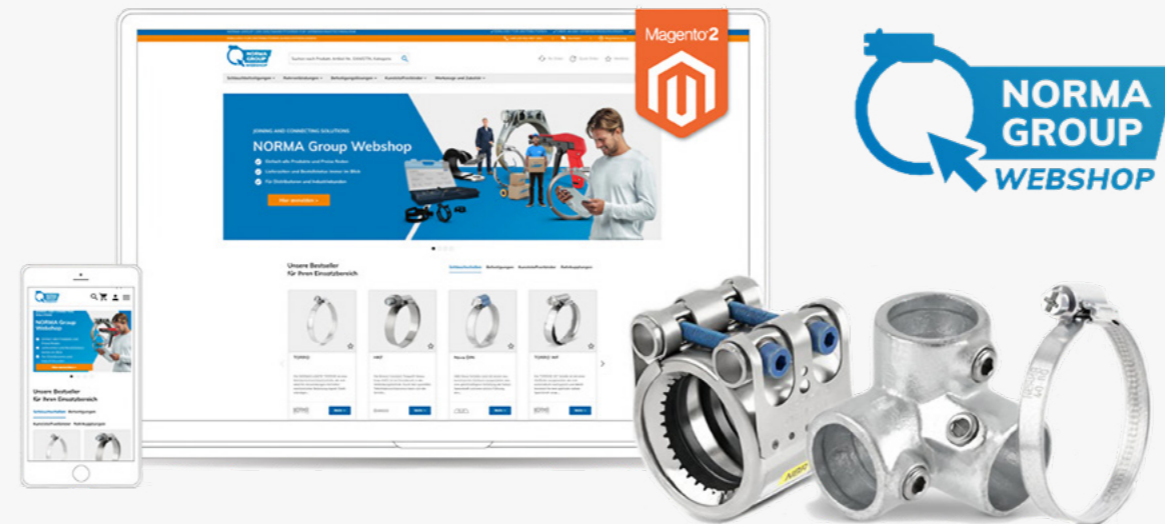
Business growth in the Australian market

To foster growth in NORMA Group's e-commerce business in Australia, the valantic team developed a dedicated Australian website into the platform. This includes specialized features such as multi-warehouse integration with unique features, such as the display of product availability levels using easily recognizable traffic light colors.

The company: NORMA GROUP

As the international market leader in standardized and advanced joining technology and fluid transport systems, NORMA Group serves customers in over 100 countries. With over 40,000 product solutions on offer and approximately 7,500 employees, NORMA Group's innovative joining solutions are used in a wide

range of applications – including vehicles with conventional and alternative drive systems, water supply, irrigation and drainage systems, ships, airplanes, and buildings. The listed company reported sales of approximately EUR 1.1 billion in 2019.



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About valantic

valantic is Number 1 for digital transformation and one of the fastest growing digital solutions, consulting, and software companies on the market. More than 500 blue chip clients rely on valantic, including 33 of 40 DAX companies and many leading international companies as well. With more than 4,000 specialized digitalization experts and net sales of approx. EUR 600 million in 2024(e), valantic is represented in 18 international locations around the globe.

More than 2,000 digitalization projects over the past five years have shown that valantic understands the business challenges of its customers. From strategy to tangible implementation, they have the necessary expertise to accompany projects from start to finish and make them successful. In this, valantic combines technological expertise with industry knowledge and the human touch.

valantic consults companies on all challenges of digital transformation, helps them to better manage their corporate performance and leverage the potential of data and artificial intelligence. In addition, valantic supports its customers in optimally shaping the customer experience, profitably using core digitalization technologies and optimizing company processes from end to end.

www.valantic.com/en

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