CASE STUDY

**Lighting Manufacturer Creates
a Multilanguage Web Product
Catalogue Using Episerver**
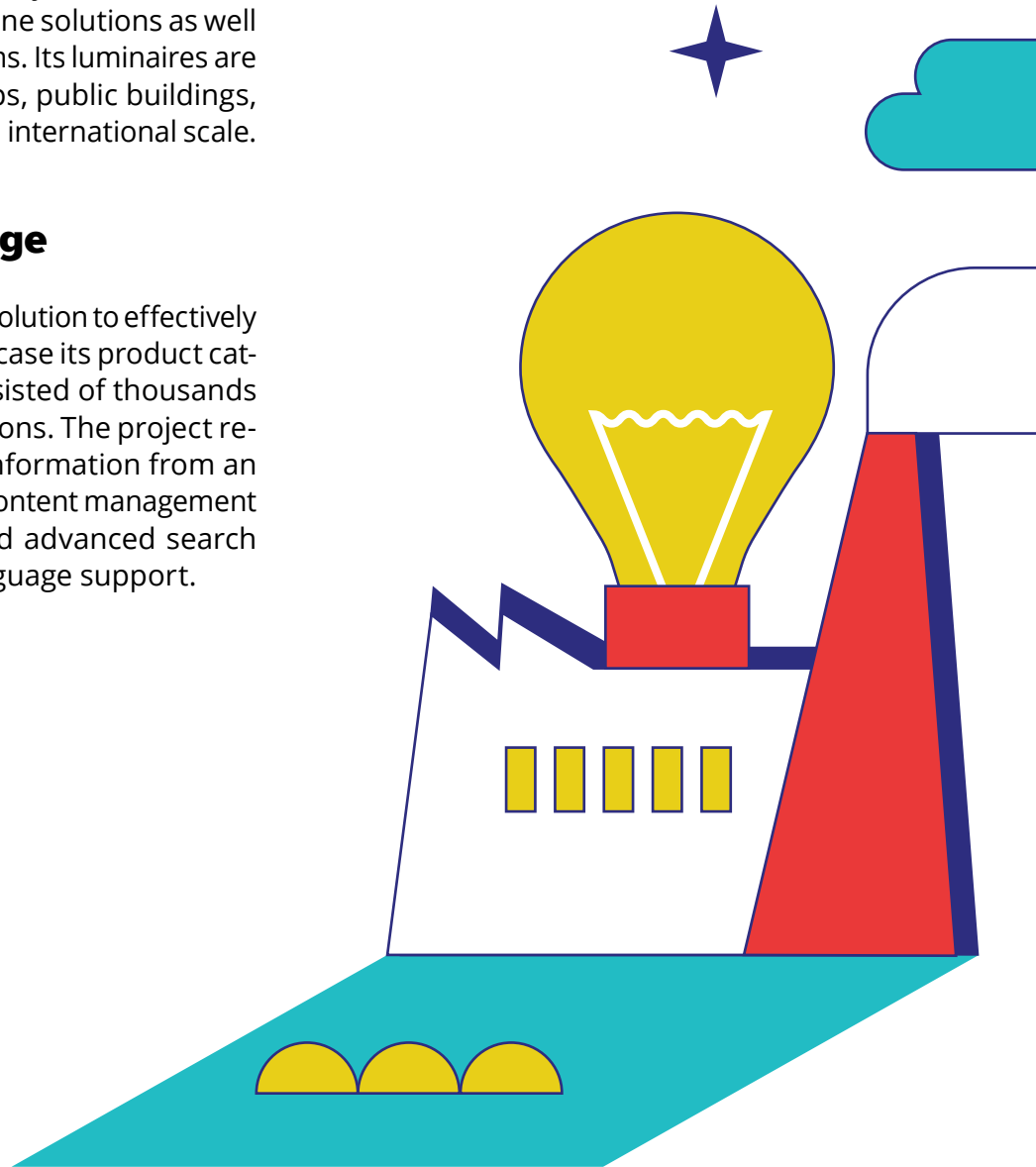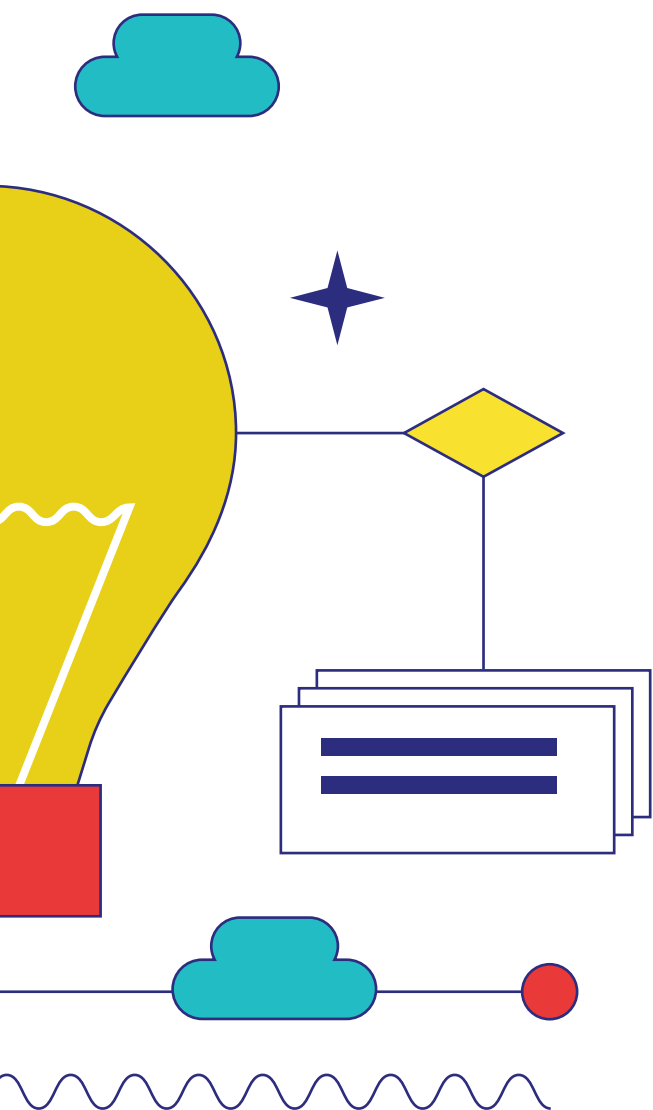
softserve

Client Background

Our client is an Austrian lighting solutions company that develops and produces high-quality luminaires. The company offers stand-alone solutions as well as complex lighting systems. Its luminaires are deployed for hotels, shops, public buildings, and private projects on an international scale.

Business Challenge

Our client needed a solution to effectively manage and showcase its product catalogue which consisted of thousands of different lighting solutions. The project required the exchange of information from an external PIM system to a content management solution that also offered advanced search capabilities and multilanguage support.

Project Description

*S*oftServe held a discovery phase that involved all relevant stakeholders to assess all existing processes, workflows, and the client's ecosystem.

Based on the findings, the team was able to recommend Episerver, a market-leading web content management system and digital marketing suite. The platform enables editors to drag-and-drop content to quickly create new digital experiences that are automatically responsive. In addition, 'Episerver Find' offers advanced capabilities for better search engine optimization (SEO) and navigation through the website's contents.

SoftServe was responsible for implementing Episerver and integrating it with the client's other tools and third party systems.

Value Delivered

With the introduction of Episerver, SoftServe allowed the client to easily manage its product catalogue online to enable its customers to find their most suitable lighting solutions. The project's key results include:

- Easy to use web content management for client's wide product catalogue

- Multilanguage support for product information in four different languages

- Advanced search capabilities to ensure customers are able to navigate through the entire catalogue

- Weekly exchange of information from the in-house PIM system to ensure no new additions or legacy products were missed

- Enhanced visibility over user interactions through advanced analytics
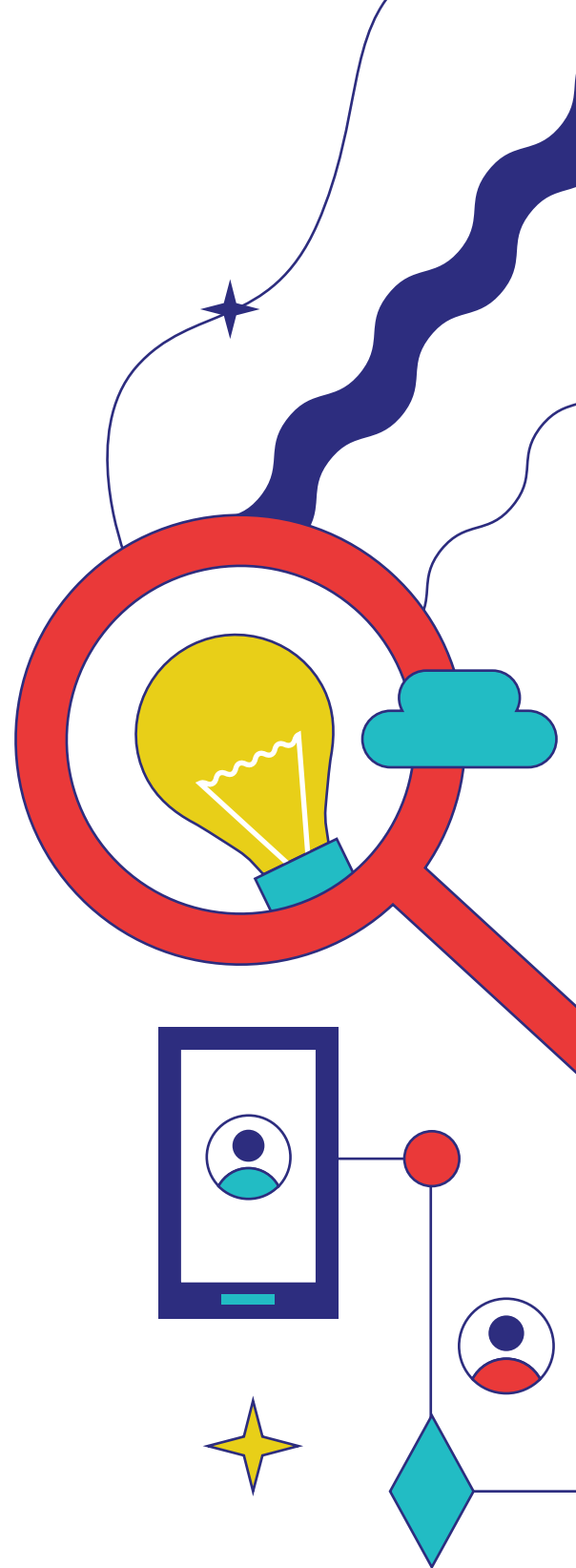
ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, energy, financial services, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation, from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy. No matter where you are in your journey.

Visit our **website**, **blog**, **LinkedIn**, **Facebook**, and **Twitter** pages.

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