DELABIE taps into the power of Ibexa

DELABIE

The family-owned and run French company DELABIE is the European leader in taps and sanitary equipment for public buildings and facilities. Founded in 1918, the company has recently gone through a period of rapid international expansion and now exports its 2,000+ specialized products to over 90 countries. DELABIE is proud to be a participant in prestige projects such as the Port Authority building in Antwerp, designed by Zaha Hadid, and the new airport in Dubai. Its journey of digital transformation is directed at making the site reflect and amplify this brand prestige. Equally it enables them to attract and engage new visitors.

The French manufacturer and European leaders of taps and sanitaryware wanted a digital profile that met the expectations of the modern B2B buyer and in 2020 migrated its site (which was originally on eZ Publish frdating back to 2015) to Ibexa Digital Experience Platform to achieve that.

The new back-office functions as a PIM, one that is intuitive for editors to use as they orchestrate all marketing activities from a single platform, in a single voice – in real time. For DELABIE's B2B customers, the site is more than ever a real working tool with all the information they are looking and enables them to import a wealth of content to their own catalogs and sites.

> Before we migrated to the Ibexa DXP we only uploaded changes once a month. Now we execute them in real time.

Challenges

- DELABIE had an analogue, print-based culture but a new generation of buyers expects an eCommerce-like customer experience
- Online footprint expanded from two to nine sites; from two to 10 languages
- Product managers used to use Excel to modify content with changes uploaded once a month
- Overnight uploads slowed down the site, affecting the Hong Kong subsidiary

Project Summary

- The website was migrated from eZ Publish to Ibexa Digital Experience Platform
- Backoffice was rebuilt and functions like a PIM
- Search function was overhauled to allow for much greater customization
- UK site was integrated into Ibexa DXP; others to follow

Business Benefits

- Product management is centralized on Ibexa
- Editors can change product content in real time, a massive gain in productivity
- The multiple language sites are integrated with new back office, and editors are automatically alerted to modifications in parent site
- PDFs can be generated on the fly
- Production managers have much more autonomy and do not have to go to DELABIE's technical partner for every little change
- Site visitors encounter a modern, adaptable and eCommerce-like experience

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Why Ibexa?

A year after re-platforming on eZ Publish in 2015, DELABIE won a prestigious national award for best website and so the decision to migrate to the Ibexa DXP as part of the next step in its digital transformation was never in doubt.

The Ibexa DXP has the power and flexibility to function as a PIM, and combines this with a user-friendliness that is making the overhauled back-office accessible to DELABIE product managers who can now make real-time changes.

DELABIE's B2B audience is also well-served by Ibexa. Product searches and filtering are more personalized, and results can be stored in a data sharing functionality that allows seamless imports into customized catalogues for DELABIE's users such as distributors or architects for example, who recommend DELABIE's products as part of their designs.

Manufacturer's digital footprint extends to nine sites and 10 languages

DELABIE is the leading European supplier of tap and sanitaryware for public spaces such as airports, sports stadia, schools, offices, restaurants, and hospital. It has its roots and manufacturing facility in Picardy, France, but has seen strong international expansion with two factories in Portual and the creation of nine subsidiaries across the world enabling it to export to over 90 countries.

From a starting point of two sites and two languages when it re-platformed to eZ Publish in 2015, the manufacturer's digital footprint has grown to nine sites and 10 languages. New subsidiaries in Dubai and Hong Kong meant that DELABIE was working across different time zones, and this had repercussions for product marketing as content changes were uploaded overnight — that is to say, when it was night in Europe.

> The project objective was a mainly technical redesign with a lot of back office improvements. DELABIE wanted to keep the site as it was before, which was very popular internally and for its customers.

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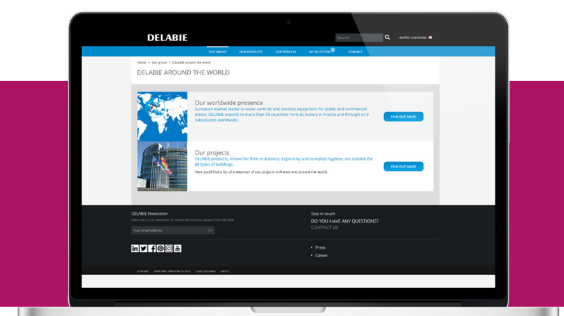
What used to take a month to update now takes minutes

This was one of the reasons why, after winning a prestigious industry award for best website in 2016, DELABIE decided in 2019 to migrate to the Ibexa DXP, and re-develop the back-office as part of this technical project. Elodie Picourt, digital project director at DELABIE, explains the background.

"It was not a question of losing our status as a highly appreciated site in our field but of always bringing more to our audience," she says. "The objective is to facilitate their daily work as much as possible so that they prefer to recommend DELABIE products not only because of their quality but also thanks to the ease of retrieving information about them and therefore integrate them easily into their own dossiers."

In other words, the customer experience had to be become as intrinsic to the DELABIE brand as its 2,000+ products. This ambition required the power and flexibility of a modern Digital Experience Platform, as Picourt realized.

The migration was implemented by Ibexa Silver Partner Codéin who rebuilt the back-office to function as a PIM, a use case for Ibexa that is being increasingly deployed by manufacturers with extensive product catalogues. Products are now pre-filtered by segment in the product tree and can be linked to each other across product categories, a powerful marketing functionality.

The new back-office functionality has transformed product management for DELABIE and its team of 19 content editors. "It used to take a month for a product to be updated online," says Picourt. "You had to fill in an Excel spreadsheet and then import it on the site. This import was so slow that we only did it once a month for each site so as not to slow down the sites too often. These imports took place at night, which caused problems for our colleagues on the other side of the world who had to work with an underperforming site."

The system was cumbersome but workable with just two sites and languages (in the same time zone) but with 10 sites it had become not only time-consuming but demoralizing. "Some of the spreadsheets had thousands of columns and rows," says Picourt.

> Thanks to Ibexa DXP, the site is much more efficient: DELABIE's editors can directly update everything in real time.

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Users can create and download personalized product catalogs

"There was a high risk of losing information," she continues, "because the change files were not always filled out properly, or they were misinterpreted. Today, with the version comparison function in Ibexa, there is no longer any risk of forgetting to indicate changes because this has been automated. These version changes are as clear as the track change function in Word."

What is more, changes happen in real-time, not one month after product marketing decided that a change needed to be made! This functionality has is available across all DELABIE's sites.

Another benefit of the migration is that product searches and filters are more intuitive and complete, with smart links to a huge range of documentation. 'Internally that is very useful for our product sheets, and for creating personalized catalogues to accompany our offers," says Picourt.

The new system is more finely attuned to the needs of DELABIE's specific audiences: distributors and wholesales, and the architects and design agencies that recommend DELABIE as part of their plans. The latter can now easily find and select 3D files, personalized catalogues, reports with technical specifications, and DELABIE installation instructions and integrate them seamlessly with their own dossiers. In this way, the quality of the product and the quality of the customer experience merge, which was the digital team's objective.

Wholesalers can import photographs and product descriptions from the DELABIE site to personalized catalogues.

DELABIE has no ambition to sell online, but its site offers the kind of sophisticated customer experience that B2B buyers expect from the best eCommerce portals.

> Product searches and filters are more intuitive and complete, with smart links to a huge range of documentation.
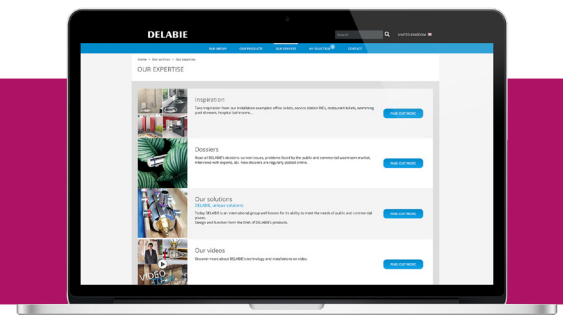
No need for a PIM: Ibexa acts as the source of truth

Picourt is determined to leverage the power of Ibexa to the full. "We are currently reviewing the entire product tree in order to improve the user experience," she says. "Today it can sometimes be difficult to choose the right product without some knowledge of certain technicalities specific to our industry. We will therefore simplify the product comparison and filtering system in our product selection functionality."

DELABIE's experience with Ibexa is perhaps best summed up by this observation from Picourt. "The annual DELABIE print catalogue used to be a huge event for us but also for our industry," she concludes. "We used to update our print catalogues and then the websites, but now it's the opposite thanks to the gains in productivity and reactivity we gained from the Ibexa platform."

Ibexa covers all DELABIE's website requirements.

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