

CASE STUDY

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# Digital Customer Engagement Platform for the World's Largest Producer of Steel Wire Products and Solutions



## Client

The client is a Belgium-based global company operating in 45 countries. Its primary business is steel wire transformation and coatings.



## Challenges

The client's existing systems lacked a digital presence and maturity. It was designed to handle only Business-to-Business (B2B) commerce and could not track inventory status or orders. The client wanted to add a Direct-to-Consumer (D2C) distribution management system that would enable a customer-centric online engagement across different business units. It sought a partner who could help it achieve all this, along with generating harmonized and transparent data and creating an enhanced omnichannel experience.

# LTIMindtree Solution

- 01** LTIMindtree created a user-friendly D2C platform that provided personalization and guided selling as per customer requirements.
- 02** Enabled an enhanced and uniform user experience for both B2B and D2C engagement.
- 03** Migrated the existing B2B system to Magento to provide distributors and end users with the inventory status and order tracking data.
- 04** Built a single platform with responsive design to support multiple form factors using Adobe Experience Manager (AEM) as the front end and Adobe Commerce as the backend in Headless mode.
- 05** Hosted the application using Adobe Managed Services on Azure Cloud.
- 06** Implemented Marketo for campaigns along with Adobe Analytics for web analytics.

# Business Benefits



Improved user experience



Standardized platform to meet all compliance requirements



Enabled end-to-end automation for lead capturing



Leveraged a platform-based approach for easy maintainability and faster roll-out



Enabled self-service for business customers



Ensured seamless synchronization between the ERP and the commerce portal

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