

Premium website for premium tools:

infolox designs and implements new e-commerce solution for Wiha Werkzeuge GmbH with eZ Publish



Wiha. Premium Werkzeuge für Profis.



Background

Wiha Werkzeuge GmbH is manufacturer of Premium Tools for Professionals with a product range of over 4300 products such as screwdrivers, hex-keys, bits, soft-face hammers and pliers. All products are "Made in Germany". The company operates globally with more than 50 international representations and is known for top-quality products, reliability and innovation. Wiha was founded 1939 and is located in Schönmach, Germany.

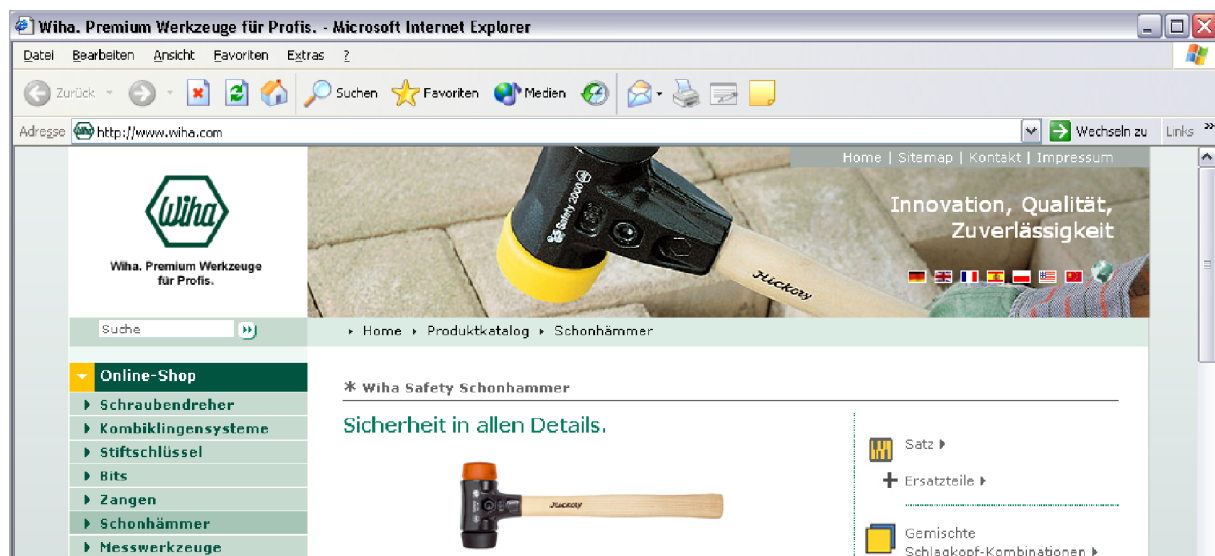
The Challenge

Wiha was using a proprietary CMS-solution which wasn't actively developed anymore. The creation and configuration of market-specific shops were difficult with the old CMS. The performance and usability of the site weren't state-of-the-art anymore.

A solid and easy-to-maintain foundation for growing into more markets had to be implemented, where users would find products more easily and markets could maintain their specific contents.

The system had to be open and maintainable inhouse, so the implementation-partner had to approach the project as a joint-development.

A product-information-management-system had to be integrated. Incoming orders had to be handed over to Navision® and the credit-card-gateway TeleCash® had to be integrated.



Why eZ Publish was chosen

Wiha chose eZ Publish:

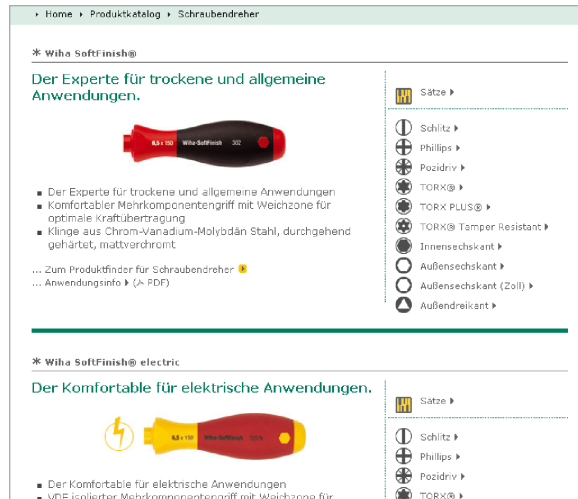
- due to its object-oriented and generic approach to content-management.
- because of the availability of an OpenSource Model.
- flexibility for administrating design, configuration and roles/rights.

The solution

The look and feel of the new site, the information-architecture and its functional specifications were jointly defined. Technical configuration, module and template development were conducted by infolox while Wiha developed XHTML-templates and created the editorial content in German, English, French, Spanish and Polish.

On the design-side the following improvements were achieved:

- A modern design which is in-line with the corporate-design.
- A clear optical differentiation of shop and editorial content.
- The definition and use of icons supports the user in navigating.



„I was looking last evening at the new Online Shop, and have to say that my first impression was ‚A Great Site‘ very comprehensive and quite easy to access and navigate“

[Quotes from a Website visitor]

Anwendung	Griffart	Profil der Schraube	Klingenausführung	Lieferform
Für Standard-Anwendungen			Sechskantklinge	Sätze
Für Arbeiten unter Spannung (VDE)			Sechskantklinge	Einzelprodukte
Für ESD-Anwendungen			Inspritzte Klinge	
Für Anwendungen in Elektronik und Feinmechanik			Sprenzklinge	

Produktfinder zurücksetzen ▶ Z poweratom do Schrauben

Ergebnisliste	Serie	Bezeichnung	Netto ab ... €	Brutto
	302	Wiha SoftFinish® Schlitz Rundklinge.	2,95 EUR	3,51 EUR
	302K	Wiha SoftFinish® Schlitz kurze Rundklinge.	4,50 EUR	5,36 EUR
	302ESD	Wiha SoftFinish® ESD Schlitz Griff dissipativ, elektrostatisch ableitend.	4,25 EUR	5,08 EUR
	5520	Wiha MicroFinish® Schlitz Rundklinge.	5,90 EUR	7,02 EUR
	148	Wiha Vierkant Schlitz Rundklinge.	2,55 EUR	3,03 EUR

The functional features of the new solution:

- An XML-Interface to the PIM - Import-module and transformation-process for updating the product-catalogue with product-data was developed.
- The product-finder selektifix® was integrated for identifying products through the selection of their features.
- A module for selecting the appropriate markets' site based on the Users IP-Adress was developed.
- A lookup-module for international locations and dealers was developed.
- TeleCash® was integrated as payment-gateway.
- And a rich set of other features like Fulltext-search, Typenumber-search, News, RSS-Feeds, Newsletter-Registration and sending orders to Navision®.

The Result

The new e-commerce-solution went live with 4300 products, contents for 5 languages and with shops for two markets within an approximate development and deployment time of 5 months.

„Beginning with the consulting to conception and design, culminating in implementation of the system, infolox always convinced with professional competence, methodical skills and outstanding customer orientation. The implementation of an extensive e-commerce solution only works with a professional and experienced partner - whom we have found in infolox“

[Jörg Farin, project manager at Wiha Werkzeuge GmbH, Schonach]



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