



Process-oriented  
content management.  
Child's play.

imperia

## imperia in use at STIEBEL-ELTRON

**STIEBEL ELTRON**  
Technik zum Wohlfühlen

*Successful in the house and systems technology sector.*

### THE COMPANY

The idea of providing a convenient hot water system led to the establishment of the company STIEBEL ELTRON in Berlin in 1924. Today – 79 years later – STIEBEL ELTRON is one of the most successful companies in the home and systems technology sector, with trend-setting market cultivation concepts for the new millennium. The company has successfully managed the change from specialist in hot water systems to systems technology provider. This reflects 79 years of inventiveness, the ability to innovate and entrepreneurial skill.

### THE TASK

The main requirements for the new website were as follows:

- The flexible presentation of existing corporate processes.
- A product catalogue with an SAP/R3 link.
- A CMS with open architecture and easy navigation.
- Personalised shops, catalogues and searches for partners and members of the press.

### THE IMPERIA SOLUTION

The intelligent presentation of corporate processes has been the focus of the online concept of the STIEBEL ELTRON group, as developed by Cybay New Media. The database-supported product list constitutes the backbone of a modern customer communication concept. Its presentation in the new media is based on a link between the ERP system SAP R/3 and the

ECMS imperia system, as established by Cybay New Media. This means that editors can supplement the raw SAP data with text and multimedia information suitable for end customers, integrate them into a structure suitable for website use and link them to accessories, downloads and functional examples. Thus SAP R/2 remains the main IT system, so that all company-critical information about the imperia Workflow Engine is still available online in real time. Extensive personalisation options for about 100,000 STIEBEL-ELTRON technical partners and members of the press ensures optimal structuring. This offers logged-in users a lot of added value, such as an advertising medium shop, a wholesaler search, national training information, a press database and detailed information in the product catalogue (prices, downloads).

The user data are obtained directly from the STIEBEL ELTRON CRM system via imperia Workflow PlugIns specially developed by Cybay New Media and integrated into the personalisation data base.

- Current PDF product data sheets for comprehensive planning
- Technical partner searches with geo-referenced data newsletters, using imperia's Melin technologies.
- Flash and Java online calculators
- Data base-assisted planning aids with links to the product catalogue.
- Regular TIP online customer magazine
- Download section with brochures, software, user and installation instructions
- Substantiated background information section.

In the past year, the STIEBEL-ELTRON group has gone through an evaluation phase and has decided on the imperia enterprise content management software: The online editors are equally enthusiastic about the new editing options made available by imperia.

*'We have made the right choice with the CMS imperia. Our stated goal is to establish a central CMS with intelligent interfaces to our back-end systems; thanks to imperia's open Workflow Engine, we have easily reached this goal.'*

*Norbert Weber, Head of Central Sales Organisation at STIEBEL ELTRON*

*'We now finally have complete control of our online services. The intuitive user interface means that we did not even require training.'* Miguel Gross, New Media Project Manager at STIEBEL ELTRON

<b>Web address</b>	www.stiebel-eltron.com
<b>imperia licence</b>	ECMS imperia 7.5, Personalisation Rule Based, Melin, uCrop
<b>Shop system</b>	PHP-/Oracle-solutions
<b>Database</b>	Oracle 9i
<b>Others</b>	SAP R/3, CRM VKIS, Workflow Plugins
<b>Hardware: production/target system</b>	Dual Xeon-systems
<b>Project duration</b>	6 months
<b>Number of authors</b>	25
<b>Realised by</b>	

