bekatec

Online Solutions

Industry-Leading Adobe Experience Manager (AEM) Content Management Services

With over a decade of experience with AEM content management, front-end implementation and large-scale website migration services for some of the world's largest brands.

1996	**3**	**100%**	**60+**
Established	Offices	Remote	Employees

# Table of Contents

About Us

As an industry-leading Adobe Experience Manager (AEM) service provider, Bekatec® Online Solutions has been quietly serving large enterprises with AEM content management, AEM front-end implementation, and large-scale website migration services for over ten years.

From humble beginnings in 1996 as a small IT startup for large enterprises in Düesseldorf, Germany, Bekatec has evolved into a 100% remote global team of 60+ professionals in three countries (Germany, Slovakia, and Canada)

and currently manages over 400 complex brand websites around the globe in both the on-prem and cloud-based Adobe Experience Manager (AEM) environment.

In 2020, Bekatec made the strategic decision to expand its services to North American clients and established an independent subsidiary in Victoria, British Columbia. Led by industry veteran Paul Deman, Bekatec continues to focus on providing AEM content management services for large enterprises throughout Canada and the United States.
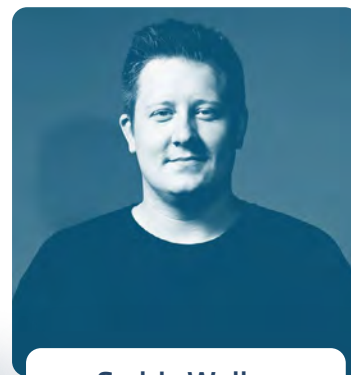
Leadership
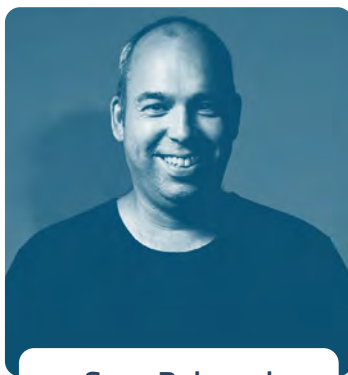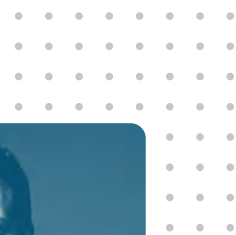
Sven Behrend
Founder & CEO

Paul Deman
Executive Director, Bekatec Canada

Cedric Weller
Chief Operating Officer

Services

Adobe Experience Manager (AEM) is a comprehensive content management solution designed for building websites, mobile apps, and forms. It is part of the Adobe Marketing Cloud and provides a wide array of services to manage and deliver digital content effectively.

For over ten years, Bekatec has specialized in AEM content management in both on-premises and Adobe Cloud environments. Services include a wide range of AEM expertise from a team of more than 60 professionals in 3 different countries.

1 Adobe Experience Manager (AEM) Content Management

Brand elevation through centralized website content updates, authoring, management, and delivery of content and digital media for a consistent and personalized customer experience. Our AEM Content Management services are designed to be flexible and scalable, catering to the needs of large enterprises that require robust, multi-site content delivery and management capabilities. These services help streamline content workflows, enhance customer experience, improve operational efficiency, and keep your sites updated with the latest content and feature set capabilities. Areas of service include:

Web Content Management (WCM)

- Managing, specifying requirements, and updating digital content for websites

- Custom template design (see Front-End Design Services)

- Multi-language, multi-region deployment

- Quality assurance to maintain website and brand consistency

- Product launch and campaign management support

- Experienced in SEO implementation

Web Content Portfolio Management (WCPM)

- Agile process implementation and change management for support of a portfolio of websites managed by multiple teams. We work with your team to implement processes that support best practice content management and work seamlessly within your organization to keep your websites current.

- Management of large portfolios of website changes with a small and efficient team. Team can stand alone or work to augment a content editing team in times of peak load.

- Scalable solutions that support multi-site, and multilanguage implementations

- Web new product launch and Campaign management support across multiple content teams.

- Support in new feature implementation, testing, and roll-out across your portfolio.

1 Adobe Experience Manager (AEM) Content Management

Digital Asset Management (DAM)

- DAM implementation and maintenance to store, organize and access digital assets such as images, videos, documents, and more.

- This service includes metadata management and version control, which are crucial for efficient asset management across different platforms and channels.

### Forms and Document Management

Creation of forms and configuration to integrate with back-end systems for seamless data collection and management. This service is particularly useful for enterprises that deal with high volumes of forms, like government bodies and financial institutions.

Cloud Services

- Adobe offers AEM as a Cloud Service, providing scalability, security, and high availability without the overhead of managing physical servers. This service ensures that businesses can scale their content management needs in alignment with their growth.

- Bekatec is well-versed in the AEM Cloud Services space, managing and editing websites for some of the world's largest consumer goods companies with hundreds of websites.

2 AEM Content and Website Relaunch Services
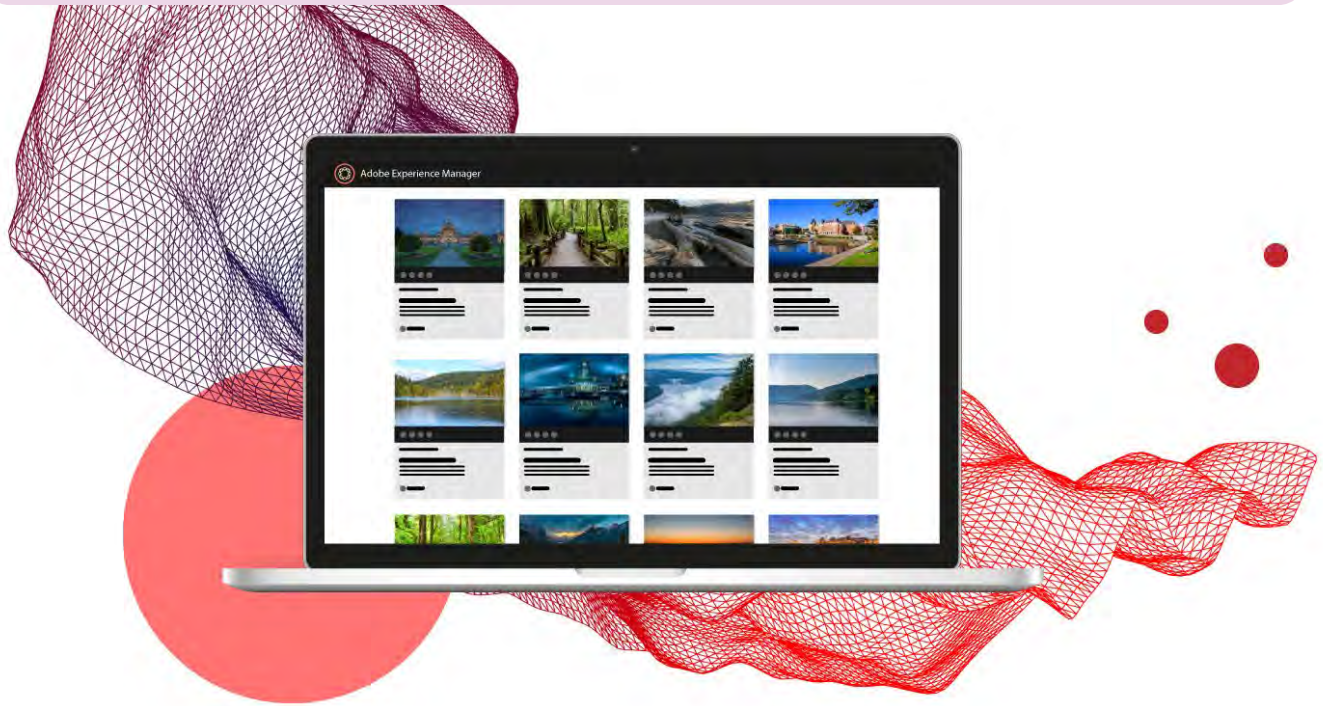
A Website Relaunch can be of benefit for many reasons. Typical reasons for a relaunch are to improve web performance, user experience, or to align with updated branding or business goals. Services include:

AEM Website Content Relaunch

- Rebranding and/or addition of new products

- Add new features and functionality in order to generate more leads or add functionality to improve the user experience. Our Front-End experts and Requirement validation teams are experienced in supporting our Enterprise customers to leverage the latest technology.

- Agile approach, with iterative rapid prototyping.

AEM Relaunch Hypercare Services
- Post migration or relaunch support services

3 AEM Large Scale Website Migration Service

AEM as a Cloud Service provides a scalable, secure, and agile technology foundation for Experience Manager Assets, Forms, and Screens, enabling marketers and IT professionals to focus on delivering impactful experiences at scale. In addition, Adobe has been a leader in the *Gartner® Magic Quadrant™ for Digital Experience Platforms* for the past seven years. Bekatec is experienced in large-scale website migrations to AEM and has scalable services to support site and portfolio migrations.

AEM Website Portfolio Migration
- Comprehensive project management and migration strategies to support the business goals of your multi-site migration.
- Scalable teams that can concurrently provide Web Content Management for minimal downtime and disruption.
- Relaunch and new feature implementation services as needed to support the design and technology goals.

AEM Website Migration
- Consolidation and migration of websites for users already on AEM
- Addition of new websites to AEM for companies expanding their web presence due to growth or acquisition.

AEM Migration Hypercare Services
- Post-migration or relaunch support services
- Training and onboarding of existing staff

4 AEM Front-End Implementation Services

A Front-End Implementation Expert is a specialist in web development who focuses on the client side of web applications and is crucial in bringing a web project's design to life, ensuring it is functional, user-friendly, and aligned with business goals. This role involves translating design concepts into interactive, visually appealing, and user-friendly web interfaces. The role also includes working on the implementation of technical features and integrations. This is a critical role for Enterprises looking for a professional-looking website while leveraging the latest technology to improve traffic and drive revenue. Services include:

AEM Front-End Design Services

Web Template Design

- Creating a new design or implementing a "pixel-perfect" representation of the UI designer's vision, including the latest web design trends. Experienced in design and CSS customization, Experienced in the design and creation of templates with scalability in mind for a website or portfolio.

User Interface (UI) and User Experience (UX) Design

- Understanding design principles and user experience best practices to create intuitive and engaging interfaces.

Responsive Design (Mobile):

- Ensuring that web applications work well on a variety of devices and screen sizes.

- Creation and management of mobile-responsive templates to deliver to various mobile devices, ensuring a consistent user experience across all touchpoints.

4 AEM Front-End Implementation Services

AEM Front-End Design Services

Cross-Browser Compatibility

- Ensuring that web applications load quickly and run smoothly by optimizing images, and other configuration parameters

Performance Optimization

- Ensuring that web applications load quickly and run smoothly by optimizing images and other configuration parameters.

Accessibility

- Ensuring that web applications are accessible to users with disabilities, following standards and guidelines like WCAG.

4 AEM Front-End Implementation Services

AEM Front-End Technical Services

Front-End Implementation Technical Experts augment the work of the design team and specialize in web development implementation and validation of new technology features.

New Feature and Integration Implementation

- Working closely with back-end developers, designers, and other stakeholders to implement the technical features and business requirements of a project. Examples of features include CIAM(Customer Information Access Management), Social Media Feeds, Registered Log-In, and Cart Implementation.

Centralized Product Page Implementation:

- Manually updating product information for each product page is time-consuming and error-prone, especially with multiple contributors. A centralized product page leverages CIF(Commerce Integration Framework) and PIM(product information management system) for eCommerce in order to automate data syncing across all product information channels. This ensures consistent information throughout your catalog, reduces manual effort, and allows scheduled updates for easier management.

4 AEM Front-End Implementation Services

Implementation Requirements Validation (IRV) Management

Enterprise websites are increasingly complex, and the implementation of new features is the highest area of technical risk of any project. IRV is a critical phase in the website development and project management process to minimize technical risk early in the development cycle in order to avoid schedule delays. Through early Front-End page implementation and testing, this team helps validate that newly developed features meet the business and technical requirements. From there, they support working with the various teams to reach a resolution. It is a cornerstone of quality assurance in any successful AEM implementation. Services include:

Development of Validation Plan: This plan outlines the methods and resources needed to conduct the validate of each requirement. This helps define the approach for each feature to be tested. It specifies the performance standards that the system must meet and the criteria for system acceptance.

Implementation of Validation Activities: This involves the actual testing of the system against the requirements for the website. This phase is crucial for identifying and addressing gaps between the system's actual performance and the desired outcomes.

Documentation and Analysis of Validation Outcomes: Issues resulting from the validation activities are documented in detail. This documentation includes data on performance, issues found, deviations from expected outcomes, and reproducibility steps.

Feedback Integration, System Adjustment, and Troubleshooting: Based on the outcomes of the validation activities, the team will follow up and work with technical teams to support a resolution.

What Sets Us Apart

At Bekatec, we're not just about delivering services. We're about creating value, building trust, and forging long-lasting relationships. Our reputation precedes us. We've earned the trust of global corporations listed in major stock indexes such as the Frankfurt DAX, demonstrating our ability to deliver high-quality services to some of the most prestigious companies in the world. We put our clients at the heart of everything we do. We listen, understand your needs, and tailor our services to provide solutions that truly add value to your business. With over 350 websites launched and maintained across the world, our track record speaks for itself. We have the experience and expertise to deliver on our promises.

Expertise:
Our team comprises Adobe-certified professionals with extensive experience in AEM.
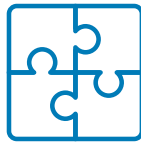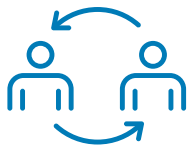
Tailored Solutions:
We provide customized AEM solutions that align with your business goals.

Proven Track Record:
Successfully delivered numerous AEM projects for leading consulting houses.

Customer-Centric Approach:
Focus on delivering exceptional customer experiences and long-term partnerships.
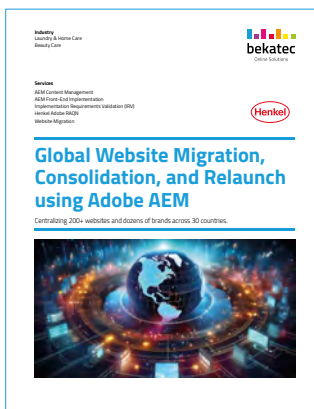
Innovation:
Constantly innovating to leverage the latest AEM features and best practices.

Case Studies

Large-Scale Website Consolidation with Adobe Experience Manager

Enhancing the Customer Experience through e-commerce website consolidation using the custom Henkel AEM "RAQN" Platform

A leading global Adhesive Technologies manufacturer, sought to consolidate three main websites for the adhesives division into one centralized e-commerce site to provide a better customer experience and integration with their enterprise systems globally.

READ MORE

Global Website Migration, Consolidation, and Relaunch using Adobe AEM

Centralizing 200+ websites and dozens of brands across 30 countries.

A leading global industrial and consumer goods manufacturer, sought to migrate and relaunch over 200 brand websites to their new, custom, cloud-based Adobe Experience Manager (AEM) digital business platform for digital marketing and e-commerce, "RAQN", within a tight timeframe.

READ MORE

Elevating corporate brands through AEM Content Management

AEM Content Management and Maintenance services for Global Laundry Division.

A leading global industrial and consumer goods manufacturer, needed assistance with creating, maintaining, and analyzing more than 200 websites for its Laundry division using Adobe Experience Manager (AEM) software.

READ MORE

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Adhesive Technologies

Services
AEM Content Management
AEM Front-End Implementation
Implementation Requirements Validation (IRV)
Global AEM Website Migrations
Quality Assurance Testing
eCommerce

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Henkel

Large-Scale Website Consolidation with Adobe Experience Manager

Enhancing the Customer Experience through e-commerce website consolidation using the custom Henkel AEM "RAQN" Platform

BACK TO OVERVIEW

Executive Summary

Henkel, a leading global Adhesive Technologies manufacturer, sought to consolidate three main websites for the adhesives division into one centralized e-commerce site to provide a better customer experience and integration with their enterprise systems globally.

As a leader in Adobe Experience Manager (AEM) Front End Implementation, Bekatec served in a key role for Implementation Requirements Validation (IRV) for Henkel's custom AEM digital business platform for digital marketing and e-commerce, "RAQN".

Soonafter, Bekatec was once again called upon to serve as the AEM-IRV team for Henkel's adhesive technologies website consolidation, acting as the interface between business requirements and technical teams and more than 150 experts from 10 international teams. This effort resulted in the "NEXT" centralized Henkel Adhesive website, www.next.henkel-adhesives.com/us/en.html, in 2023.

Introduction

Henkel is a global industrial and consumer goods company headquartered in Düsseldorf, Germany. Founded in 1876, Henkel operates in three main business areas: Adhesive Technologies, Beauty Care, and Laundry & Home Care. Renowned for its innovation and high-quality products, Henkel is a market leader in adhesive technologies, offering solutions for various industries, including automotive, electronics, and construction. The company also produces well-known consumer brands such as Schwarzkopf, Dial, and Persil.

Since 1996, Bekatec has worked with Henkel in the digital transformation space and provided a wide range of services to support their growth. Over the past ten years, Bekatec has focused on AEM content management, front-end implementation, and implementation requirements validation (IRV) services to effectively manage business requirements and technical requirements for its clients highlighted in this case study.

The Problem

1 First, merging three e-commerce websites into one required a standardized web template design to present products seamlessly across all brands on the "NEXT" website.

2 Second, the client requested a series of new functionality and customer service features on the site, which needed to be implemented.

3 Third, the "NEXT" website required a direct integration between several different enterprise ERP systems to accurately reflect product availability and regional pricing in real time.

The Solution

The Bekatec team collaborated with multiple internal business and technical teams to develop a Master template that was scalable and adaptable for deployment in over 50 countries. This template was designed to enhance functionality and the user experience by integrating with the clients' custom-developed AEM digital business platform, "RAQN."

A standout feature was the integration with the Product Information Management (PIM) system, which allowed for the automatic rendering of product content, enabling brands to manage their content independently without direct website edits. This system efficiently handled thousands of products, automating creation and management based on activation status. The features implemented here could be leveraged to future e-commerce sites across the Henkel website portfolio.

Product Information Management (PIM)

ERP

DAM

CRM

PIM
SYSTEM
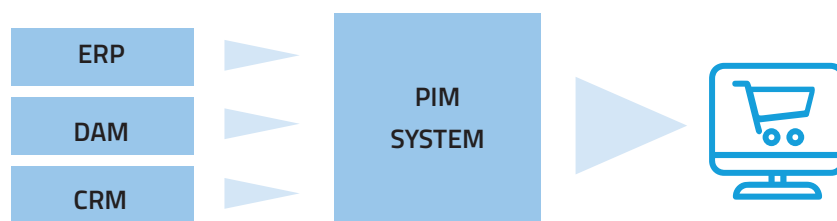
The Implementation Process

Recognizing the complexity and scale of this project, our initial step was a comprehensive analysis of the client's requirements. We assembled a specialized team comprised of AEM front-end experts skilled in implementation requirements validation (IRV) and a project manager to ensure a multi-faceted approach to the project.

Bekatec Project Leads

Cedric Weller
COO

Tuan Trung Ngo
Project Manager &
Master Content Expert

Lukas Slavkovsky
Master Content Expert

Innovative Features

Bekatec collaborated with the business and developer teams to implement an integrated Product Information Management (PIM) system for automatic content rendering between ERP systems and the "NEXT" e-commerce website for streamlined product management.

Product Information Management (PIM)

ERP systems   eCommerce system
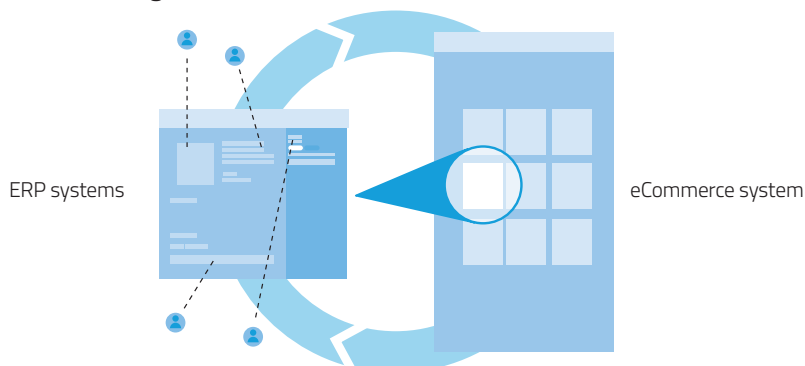
Global Collaboration

During the project, teams met four times in different cities worldwide. These meetings were crucial for efficient problem-solving and the development of new features, bringing together around 70 professionals from diverse backgrounds. This collaborative approach was instrumental in aligning the project with the client's vision and addressing critical issues effectively within the RAQN system.

The Result

The "NEXT" Henkel Adhesives website was successfully launched in the United States in June 2023.

The platform's functionality and seamless integration of complex systems led to immediate plans for expansion into additional adhesive markets in 2024, and the newly developed custom feature set will be leveraged for future e-commerce sites across Henkel's other business units.
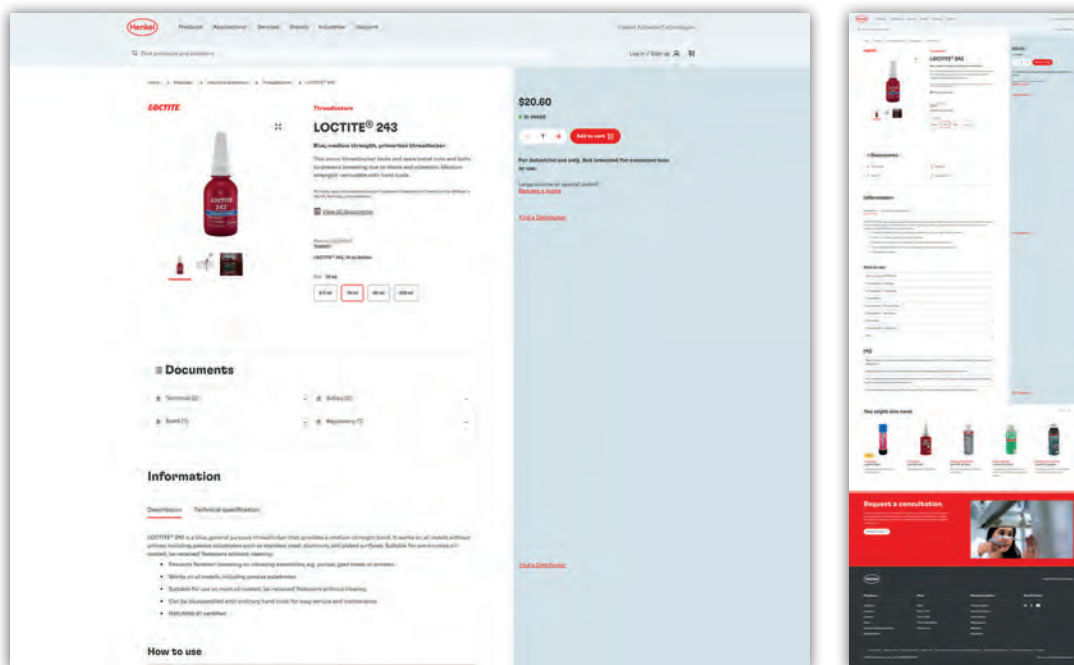
This project was successful not only in consolidating key sites onto the new RAQN platform but also in establishing a strong technical foundation for future e-commerce sites.

AQUENCE.

https://next.henkel-adhesives.com/us/en/our-brands/aquence.html

BONDERITE.

https://next.henkel-adhesives.com/us/en/our-brands/bonderite.html

LOCTITE.

https://next.henkel-adhesives.com/us/en/our-brands/loctite.html

TECHNOMELT.

https://next.henkel-adhesives.com/us/en/our-brands/technomelt.html

TEROSON.

https://next.henkel-adhesives.com/us/en/our-brands/teroson.html

Conclusion

Connecting the dots between business and technical requirements to produce a beautiful, engaging, integrated, and integrated e-commerce website is often where the rubber meets the road, especially when new features and complex integrations are involved.

It requires a deep knowledge of Adobe Experience Manager (AEM), content management, front-end implementation, and technical implementation requirements validation (IRV) to get it right. Seasoned AEM experts are indispensable for implementing new features, triaging and unblocking issues efficiently, and ensuring technical and business requirements are met.

Discover how Bekatec can help you implement new development features as you move through your digital transformation. Contact us today to learn more about our services and schedule a call to discuss your complex project further.

Carmen Meissner
Product Owner PIM, Adhesive Technologies, Henkel

"*As we have successfully launched the Home - Henkel Adhesive Technologies (next.henkel-ad-hesives.com) in the US on June 20, I would like to acknowledge and appreciate the performance of the entire web editing team. You have exhibited an outstanding performance.*

You have addressed efficiently the issues raised and solved each of these issues with utmost dedication and diligence. In the course of the roll-out preparation and the go-live activities, we came across many words of appreciation for the team.

The team's expertise on this subject has contributed a lot to make it possible to go live with the website. I highly appreciate your knowledge, and I look forward to working with you again.

Thank you for all your hard work to meet this milestone!"

Related Articles

↗ **Henkel builds custom platform using Adobe Experience Cloud**
https://business.adobe.com/customer-success-stories/henkel-case-study.html

Henkel Adhesive website
www.next.henkel-adhesives.com/us/en.html

RAQN
https://business.adobe.com/customer-success-stories/henkel-case-study.html

Industry
Laundry & Home Care
Beauty Care

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Online Solutions

Services

AEM Content Management
AEM Front-End Implementation
Implementation Requirements Validation (IRV)
Henkel Adobe RAQN
Website Migration

Henkel

Global Website Migration, Consolidation, and Relaunch using Adobe AEM

Centralizing 200+ websites and dozens of brands across 30 countries.

Executive Summary

Henkel, a leading global industrial and consumer goods manufacturer, sought to migrate and relaunch several brand websites to their new, custom, cloud-based Adobe Experience Manager (AEM) digital business platform for digital marketing and e-commerce, "RAQN", within a tight timeframe.

Bekatec® was called upon to manage the AEM Front-End Implementation and serve as the Implementation Requirements Validation (IRV) management team to meet the client's requirements within their custom platform. This project involved multiple concurrent website relaunch efforts across several brands in over 30 countries, all to be completed within twelve months.

Introduction

Henkel is a global industrial and consumer goods company headquartered in Düsseldorf, Germany. Founded in 1876, Henkel operates in three main business areas: Adhesive Technologies, Beauty Care, and Laundry & Home Care.
Renowned for its innovation and high-quality products, Henkel is a market leader in adhesive technologies, offering solutions for various industries, including automotive, electronics, and construction. The company also produces well-known consumer brands such as Schwarzkopf, Dial, and Persil.

Since 1996, Bekatec has worked with Henkel in the digital transformation space and provided a wide range of services to support their growth. Over the past ten years, Bekatec has focused on Adobe Experience Manager (AEM) content management, front-end implementation, and implementation requirements validation (IRV) services to manage business requirements and technical requirements for its clients effectively.

In this case study, Henkel's EMEA Laundry & Home Care and Beauty Care division required the migration, consolidation, and relaunch of over 200+ complex brand websites, each consisting of upwards of 150 pages with various assets,

to the custom Henkel AEM cloud environment they developed earlier with Bekatec's assistance, named "RAQN." The relaunch aimed to create a more unified design and website structure for their brands, and it needed to be delivered within a one-year timeframe.

The Problem

First, The project required the migration and relaunch of 200+ websites across 18 clusters and 30 countries in less than a year.
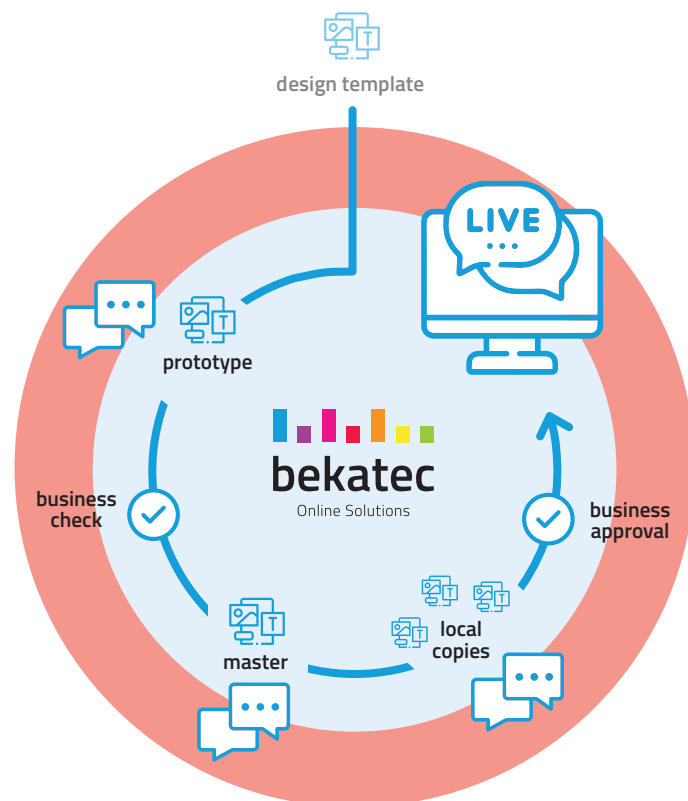
Second, throughout the project, ongoing updates and maintenance were to remain largely uninterrupted. This required planning, frequent communication with stakeholders, and tight schedule adherence in order to meet the Brand team's goals.

Third, the existing websites lacked a distinct design that resonated with the brand's identity. The company desired a more unified design for their brands to facilitate a uniform "look and feel" across the portfolio, requiring the design and implementation of new scalable templates.

The Solution

Key to this project implementation was the design and template services in developing a fresh, brand-aligned design built in the new AEM cloud system, leveraging RAQN's dynamic and flexible environment.

Equally important were close communication and project management, which helped ensure the multi-phased rollout met the schedule requirements.

design template

LIVE

prototype

business check

bekatec
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business approval

local copies

master

The Implementation Process

Understanding the scale and complexity of the project, Bekatec began by thoroughly analyzing the existing websites and the client's expected outcome, focusing on integrating newly developed features on RAQN. This analysis formed the basis of our year-long project plan.

Bekatec assembled a dedicated team of around **40 professionals** spread **across three different countries,** including **project managers, content managers, and designers.** This diverse team brought together a wealth of experience and expertise, ensuring a comprehensive approach to the project.

Bekatec Project Leads

Cedric Weller
COO

Tuan Trung Ngo
Project Manager &
Master Content Expert

Lukas Slavkovsky
Master Content Expert

Design and Development

Our designers worked closely with the client to create a fresh, brand-aligned design that could be built in their new RAQN AEM cloud system, making full use of its dynamic and flexible environment. Once the design was approved, we developed a master template for each cluster, ensuring consistency across different regions while allowing for necessary customizations.

Rollout and Migration on RAQN

With the templates ready, we embarked on the crucial phase of rolling them out across all relevant countries and 18 clusters. This was a tightly planned and executed process alongside the local brand teams, designed to minimize disruption and ensure a smooth transition.

The Result

Despite the scale and complexity of this project, Bekatec successfully completed the planned scope for all countries and brands smoothly and within the deadline. This achievement underscored our ability to deliver large-scale projects on time and on budget while maintaining the highest standards of quality and efficiency.

Not only did this project elevate Henkel's brand presence, but it also allowed them to make use of their new AEM platform, RAQN, and dramatically simplify future website updates through the use of standardized templates and designs. And, all of this was accomplished with minimal impact on ongoing website maintenance.

Following the deployment, Bekatec continued to support ongoing updates of the websites in a support and maintenance capacity.
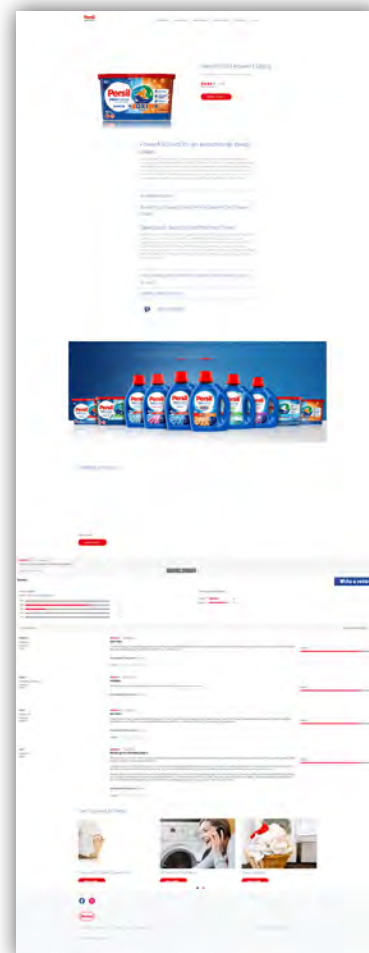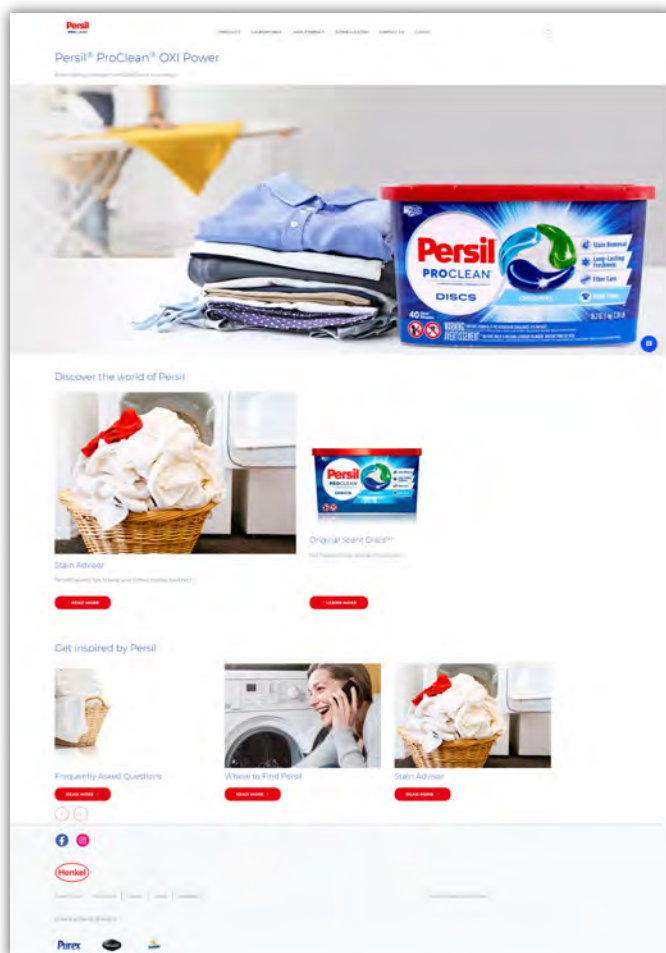
Conclusion

This project was a testament to Bekatec's commitment to delivering **high-quality, cost-effective, AEM content management solutions** with an enhanced focus on leveraging RAQN's capabilities. Not only did we meet the client's immediate needs, but we also laid the groundwork for their future digital endeavors.

Our successful execution and dedication to quality led to us being entrusted with the ongoing maintenance of this project. To this day, we continue to ensure that the websites remain up-to-date and functional, further cementing our long-standing relationship with the client.

Planning a large-scale site relaunch or migration? Whether you have one site or hundreds, Bekatec can help. Visit our website or contact us today to start your transformation journey.

Markus Heinen
Product Owner CX - UX Implementation

"*I am pleased to provide the highest recommendation for Bekatec, a trusted partner of Henkel for the past decade. They have been a significant part of our journey, offering top-notch services in project management, website creation, and migration on our Adobe Experience Manager (AEM) platform, RAQN.*

Bekatec's expertise in AEM has been a cornerstone of our partnership. Their swift adaptability was demonstrated when they efficiently became familiar with the new components and tools of our platform without requiring extensive guidelines. This rapid understanding of new technologies is a testament to their comprehensive skills and experience."
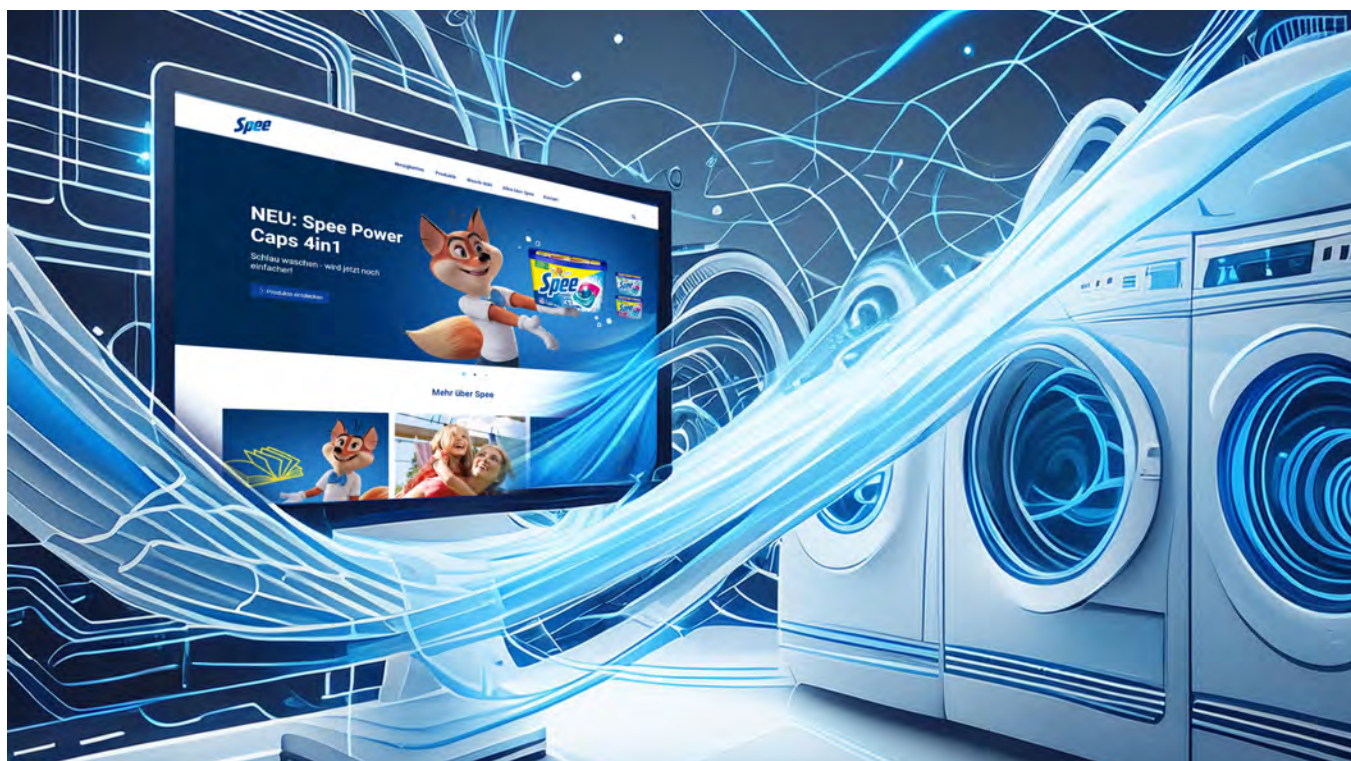
Industry
Laundry Care

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Online Solutions

Services
AEM Content Management
AEM Front-End Implementation

Henkel

Elevating corporate brands through AEM Content Management

AEM Content Management and Maintenance services for Global Laundry Division.

Executive Summary

Henkel, a leading global industrial and consumer goods manufacturer, needed assistance with creating, maintaining, and analyzing more than 200 websites for its Laundry division using Adobe Experience Manager (AEM) software. Bekatec Online Solutions was selected as the vendor of choice to manage this complex, long-term project that involved collaboration with multiple brand teams to ensure timely updates, campaign support, and consistent branding across a global portfolio over a span of seven years.

Introduction

Renowned for its innovation and high-quality consumer products, Henkel is a market leader in Adhesive Technologies, Laundry and Home Care, and Beauty Care based in Düsseldorf, Germany. The company also produces well-known consumer brands such as Schwarzkopf, Dial, and Persil.

In 2015, the Laundry division needed a technical partner to provide ongoing website maintenance and analytics support for their expansive website portfolio (over 200 sites), including several iconic consumer brands.

Since 1996, Bekatec has worked with Henkel in the digital transformation space and provided a wide range of services to support their growth. Given this long-term relationship and expertise, their high standards of site consistency and responsiveness, and technical acumen with the Adobe Experience Manager (AEM), Bekatec was selected for the project and provided support for seven years.

The Problem

1

First, Bekatec needed to identify a process model that would scale well across several brand teams and hundreds of sites, across several time zones using a small and efficient team. The process needed to be streamlined to reduce any back and forth, and centralized for efficient tracking, analytics, and metrics.

2

Secondly, Bekatec needed to ensure all updates were consistent and on brand. Maintaining all site image and content specifications was of key importance, as was maintaining page consistency across each site, and across each portfolio. Maintaining site quality hinged on a robust quality assurance process, as well as expertly trained staff.

3

Thirdly, the process needed to be agile and flexible in order to accommodate priority shifts across the portfolio. In the case of legal updates, updates would need to be live within 24 - 48 hours. Product relaunches, campaigns, and rebranding efforts also needed to move live within a timely manner.

The Solution

The Bekatec team worked closely with Henkel brand teams to refine a centralized, agile, FIFO (first in , first out) ticketing system with flexibility to easily escalate key requests, as well as ongoing refinement of website templates and specifications. Over time, the process has been continuously improved to efficiently deliver high quality, on-brand updates including:

Standardizing & streamlining the web service update process	**Implementation of content feasibility reviews before each update**
Ensuring changes are always reviewed by a senior content manager	**Support and training for internal teams as needed to uphold quality standands**

The Implementation Process

Recognizing the complexity and scale of this project, we assembled a specialized team comprised of AEM front-end experts skilled in content management and analytics, as well as a project manager, to ensure team cohesion across multiple divisions and brand management.
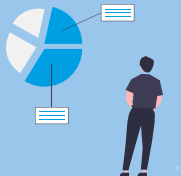
Team Integration

Our project manager and senior editors integrated closely with the client's team, focusing on building strong relationships and understanding existing workflows.

Strategic Execution

We managed the migration of retail websites, supported ongoing changes, and introduced new features, all while maintaining high-quality standards.

Process Optimization

Regular communication and training sessions were established to align teams and introduce efficient practices.

Bekatec Project Leads

Sheila McQueen
Head of Business
Development

Adrian Pütz
Project Manager &
Content Editor

Kevin Brost
Junior Project
Manager

The Result

The collaborative efforts between Bekatec and the Henkel brand managers have maintained and enhanced the digital presence of the client brands. By ensuring that each website remains fresh, functional, and fully aligned with current marketing strategies, the client has enjoyed sustained brand engagement and consumer loyalty globally.

Notably, the scope of this particular project started in the AEM On-Premises environment, which later migrated to the Adobe Cloud environment in 2022, which Bekatec helped migrate and continues to support.

In addition, as web content management processes have continued to evolve and change with the introduction of new ticketing systems, Bekatec has continued to support Henkel's content management with ongoing change management and continuous improvement.

Conclusion

Bekatec's long-term experience in corporate website content management has significantly contributed to Henkel's global digital brand presence. The effective management of over 200 corporate websites has ensured that each site remains up-to-date, consistent, and aligned with Henkel's marketing goals.

Markus Heinen
Product Owner CX - UX Implementation

"*Bekatec stands out for its client-centric approach. They establish a friendly and cooperative working relationship, fostering a synergetic collaboration not only with our team but also with other agencies.*

Their transparency in processing tasks, combined with a steadfast commitment to reaching milestones and fulfilling the roadmap, truly makes them an invaluable partner.

A noteworthy aspect of Bekatec's service is its commitment beyond the project delivery phase. They diligently address lower-priority gaps that may not have been part of the initial project scope, signifying their enduring dedication to excellence and client satisfaction."

Client Testimonials

"I am pleased to provide the highest recommendation for Bekatec, a trusted partner of Henkel for the past decade. They have been a significant part of our journey, offering top-notch services in project management, website creation, and migration on our Adobe Experience Manager (AEM) platform, RAQN.

Bekatec's expertise in AEM has been a cornerstone of our partnership. Their swift adaptability was demonstrated when they efficiently became familiar with the new components and tools of our platform without requiring extensive guidelines. This rapid understanding of new technologies is a testament to their comprehensive skills and experience."

Markus Heinen
Product Owner
CX - UX Implementation,
Henkel

"As we have successfully launched the Home - Henkel Adhesive Technologies (next.henkel-adhesives.com) in the US on June 20, I would like to acknowledge and appreciate the performance of the entire web editing team. You have exhibited an outstanding performance.

You have addressed efficiently the issues raised and solved each of these issues with utmost dedication and diligence. In the course of the roll-out preparation and the go-live activities, we came across many words of appreciation for the team.

The team's expertise on this subject has contributed a lot to make it possible to go live with the website. I highly appreciate your knowledge, and I look forward to working with you again.

Thank you for all your hard work to meet this milestone!"

Carmen Meissner
Product Owner PIM,
Adhesive Technologies,
Henkel

"Together with our colleagues from Bekatec Inc. we organized and executed the systemic migration of 40 websites for a client.

Bekatec took over the operational part which went smoothly. Due to system requirements it was necessary to optimize the websites - this was also no challenge for the colleagues and was done quickly. Based on this and other positive experiences, we can recommend Bekatec Inc. without reservation."

Janosch Engelmann
Senior Consultant,
Cassini AG

Letters of Recommendation

Henkel

BeKaTec GmbH
Hülsenstraße 114

40721 Hilden
Germany

Dear Bekatec,

I am pleased to provide the highest recommendation for Bekatec, a trusted partner of Henkel for the past decade. They have been a significant part of our journey, offering top-notch services in project management, website creation, and migration on our Adobe Experience Manager (AEM) platform, RAQN.

Bekatec's expertise in AEM has been a cornerstone of our partnership. Their swift adaptability was demonstrated when they efficiently became familiar with the new components and tools of our platform without requiring extensive guidelines. This rapid understanding of new technologies is a testament to their comprehensive skills and experience.

One of the defining attributes of Bekatec's approach is its proactive attitude. They don't just perform tasks assigned to them but also take the initiative to suggest enhancements for our system. Their creativity, especially when it comes to resolving challenges with effective workarounds, has significantly contributed to the enhancement of our operations, keeping the projects on track and moving forward.

Bekatec stands out for their client-centric approach. They establish a friendly and cooperative working relationship, fostering a synergetic collaboration not only with our team but also with other agencies. Their transparency in processing tasks, combined with a steadfast commitment to reaching milestones and fulfilling the roadmap, truly makes them an invaluable partner.

A noteworthy aspect of Bekatec's service is its commitment beyond the project delivery phase. They diligently address lower-priority gaps that may not have been part of the initial project scope, signifying their enduring dedication to excellence and client satisfaction.

In conclusion, I wholeheartedly endorse Bekatec for its superior service, professionalism, and constant drive for excellence. Their impactful contributions to our operations make them an integral part of our journey, and we look forward to our continued collaboration.

Best Regards,

Markus Heinen
Product Owner CX - UX Implementation

Henkel

BeKaTec GmbH
Hülsenstraße 114

40721 Hilden
Germany

Datum/ Date	04.07.2023	Abteilung/ Dept.	
Ihre Nachricht/		Telefon/ Phone	
Your message		Telefax/ Fax	
		E-Mail/ E-mail	

Dear Bekatec,

I am writing this letter to praise the Editing Team at Bekatec for their excellent work launching Henkel's first ever Digital Engagement and Conversion Platform (the DECP). Among the many responsibilities they were asked to do, they were critical in the creation of numerous web pages and configuring web forms (with each one having custom specifications and making the work overly complex).

Tuan is an exceptional editor and team leader. He was very organized and was able to manage multiple projects simultaneously. As we got closer to our launch date, Tuan and his team demonstrated their ability to work calmly under pressure. They were willing to go above and beyond to ensure all content was correct and of the highest quality. On numerous occasions Tuan's keen eye for detail uncovered critical errors and bugs that others had glanced over.

Tuan was always willing to help the team achieve its goals (even if priorities seemed to change when they shouldn't). Throughout the whole process he was very approachable and willing to listen to feedback and think about way to improve the DECP.

Tuan and the Bekatec team would be a great asset to any organization. I highly recommend them for anyone needing strong editing skills.

Sincerely,
Jonathan Bellobuono
Global Digital Customer Activation Lead at Henkel

Henkel AG & Co KGaA, 40191 Düsseldorf, Deutschland

BeKaTec GmbH
Hülsenstraße 114

40721 Hilden
Gerrnany

Datum/ Date	01.06.2020	Abteilung/ Dept.	CDSU/Digital Marketing
Ihre Nachricht/			
Your message		Telefon/ Phone	0211-797-7192
		Telefax/ Fax	
		E-Mail/ E-mail	alexander.mueller@henkel.corn

Dear Bekatec,

We are Henkel laundry and home care, a division of Henkel AG & Co. KGaA, the global manufacturer of laundry and home care products, beauty care and adhesives.

For our Laundry & Home Care business unit, Bekatec has been supporting us since 2015 by providing us with regular and extensive IT support, by creating and maintaining hundreds of corporate websites worldwide, and analyzing the web data these websites generate (analytics).

Bekatec has also implemented numerous e-commerce projects for Henkel, including a DC2 Online Shop for Globol (pest control) and, as well as IoT project in collaboration with leading producers of domestic appliances. This project involved novel solutions for joint use of washing machines and dryers in apartment buildings; Bekatec created the store solution for the purchase of detergents for this project.

Henkel

Throughout our many years of cooperation, we have come to appreciate Bekatec as a consistently reliable service provider who were consistently able to implement even complex projects for Henkel in a cost-effective, flexible and solution-oriented manner. In a rapidly changing, globalized environment, Bekatec's "hands-on" corporate culture, pragmatic problem solving and agility in internal processes makes them a reliable partner for Henkel, always able to scale up and flexibly adjust capacities at short notice for larger customer projects.

We are completely satisfied with Bekatec's services and can recommend Bekatec without reservation.

[. . .]

Alexander Mueller
(Global Digital Marketing Manager LHC)

Appreciation Letter for your remarkable contribution to the ProgramNOW project

To:
Bekatec GmbH, Düsseldorf
Web editing team

From:
Carmen Meissner
Henkel AG & Co.KGaA, Düsseldorf

Date: 26.06.2023

Dear Web Editing Team,

As we have successfully launched the Home - Henkel Adhesive Technologies (henkel-adhesives.com) in the US on June 20th, I would like to acknowledge and appreciate the performance of the entire web editing team. You have exhibited an outstanding performance. You have addressed efficiently to the issues raised and solved each of these issues with utmost dedication and diligence. In course of the roll-out preparation and the go-live activities, we came across many words of appreciation for the team. The team's expertise on this subject has contributed a lot to make it possible to go live with the website. I highly appreciate your knowledge and I look forward to working with you again. Thank-you for all your hard work to meet this milestone!

With warm regards,
Carmen Meissner
Product Owner PIM, Adhesive Technologies

Contact Us

Ready to assist your clients with their digital transformation experience with AEM? Let's talk!

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