

Services

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



Large-Scale Website Consolidation with Adobe Experience Manager

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



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

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.

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

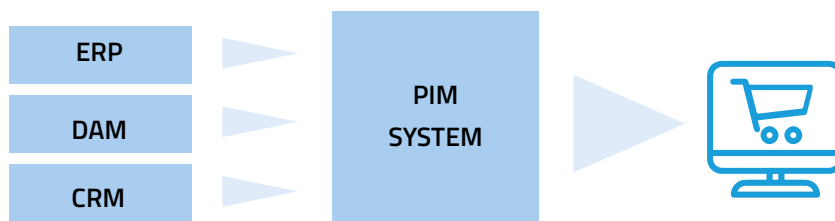
Third, the "NEXT" website required a direct integration between several different enterprise ERP systems to accurately reflect product availability and regional pricing in real time.

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)



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

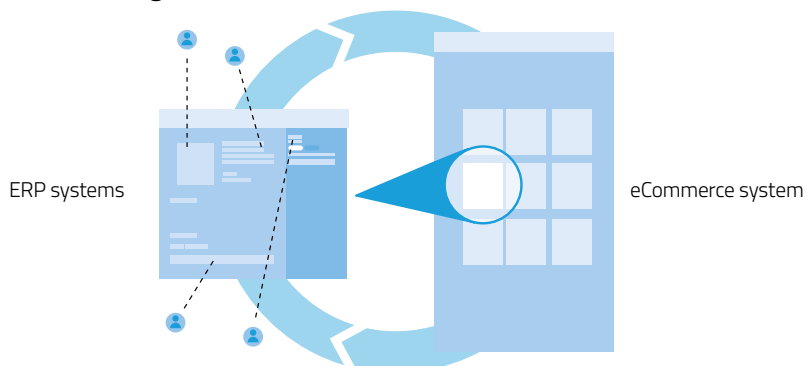


Lukas Slavkovsky
Master Content Expert

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)



Global Collaboration

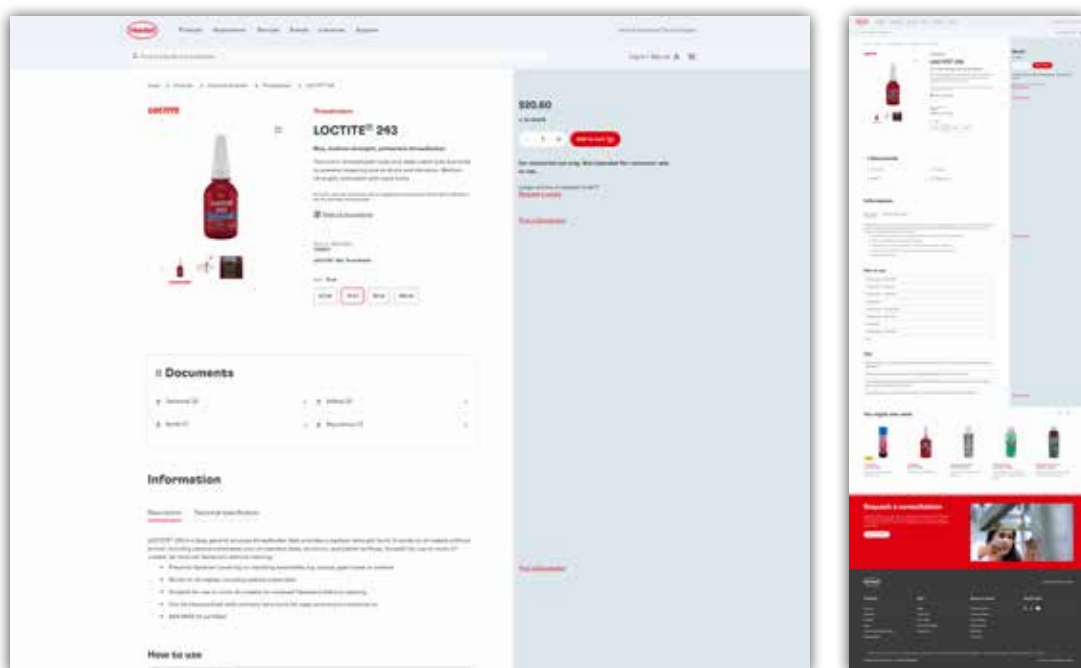


During the project, teams met four times in different cities worldwide. These meetings were crucial for efficient problem-solving and the development of new features, bringing together around 70 professionals from diverse backgrounds. This collaborative approach was instrumental in aligning the project 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-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!"

Related Articles

[Henkel builds custom platform using Adobe Experience Cloud](https://business.adobe.com/customer-success-stories/henkel-case-study.html)

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

[Henkel Adhesive website](https://www.next.henkel-adhesives.com/us/en.html)

www.next.henkel-adhesives.com/us/en.html

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

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Contact Us

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

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