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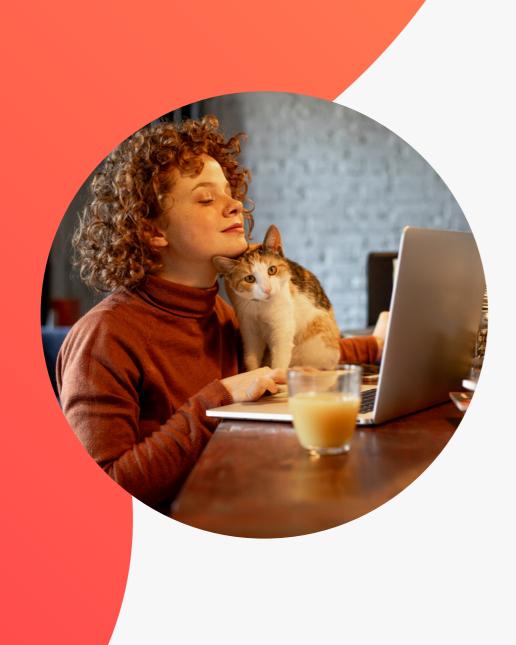**THANKS TO ADOBE COMMERCE (MAGENTO) AND HYVÄ**

Performance boost for the bosch Tiernahrung online store

THANKS TO ADOBE COMMERCE (MAGENTO) AND HYVÄ

The bosch Tiernahrung online store

bosch Tiernahrung's online portal now boasts a modern look thanks to the Hyvä theme, while seamlessly integrating its website with its online store. The project centered on re-platforming the pet food supplier's online presence from Shopware 5 to Magento, leveraging the latter's advanced features, including hosting in the Adobe Commerce Cloud. Collaborating with the customer's in-house team, valantic helped bosch Tiernahrung optimize site navigation and introduce new features such as a pet-food advisor. The overall result was a cohesive, modern design that delivers an optimal shopping experience for customers.

The Challenge

Besides transitioning to Adobe Commerce (Magento), bosch Tiernahrung sought a comprehensive redesign and the integration of its company website and online store. Key requirements for the new solution included:

- Migration of the legacy Shopware 5 webshop to Adobe Commerce
- Integration with the ERP system Microsoft Navision
- Redesign of the frontend, including the consolidation of the online store and company website
- Implementation of separate login areas for breeders and customers
- Optimized navigation
- Additional payment methods
- Observance of country-specific tax regulations
- Enhanced SEO performance.

Solutions and results

During the project, the valantic team worked closely with bosch Tiernahrung to implement substantial technical enhancements:

Future-proof store software

The re-platforming from Shopware 5 to Adobe Commerce (Magento) was completed, placing the company on a future-proof footing. The migration unlocks access to custom features within the Magento portfolio that were un-available with Shopware.

New CMS

The legacy content management system (CMS) was replaced with an internal Adobe Commerce solution, centralizing all data logic within the store system.

Holistic user experience

A new design concept has created an engaging and cohesive user experience. Changes included enhanced navigation and optimized product categories and product lines.

Fully integrated advice section

The valantic team implemented an extension that integrates an entirely new advice section into the bosch Tiernahrung website.

Loyalty rewards points system

The standard Magento points system was configured to allow loyal customers to earn and redeem Magento Reward Points with every purchase made at the online store.

Flexible payment options

By integrating PAYONE and PayPal, bosch Tiernahrung customers can choose from a variety of payment methods tailored to their preferences at the online store's checkout.

Advanced tax logic implementation

Adobe Commerce's internal tax logic was configured to reflect the different tax regulations for shipping to Germany and Austria, ensuring correct calculation of taxes.
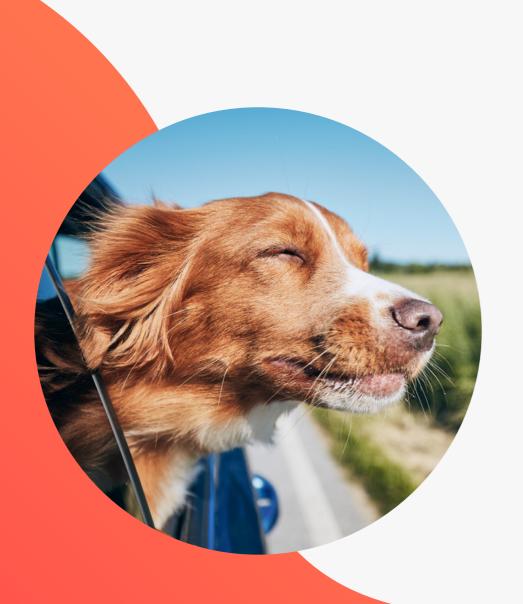
Google Tag Manager für SEO

To monitor the visibility of the e-commerce platform and track site traffic, Google Tag Manager was set up as a comprehensive analytics solution for bosch Tiernahrung.

Project Highlights

The following project highlights are noteworthy:

- **Hyvä theme as frontend solution**: A Hyvä theme was implemented and customized to meet bosch Tiernahrung's specific frontend needs, achieving the aspired fresh look and technological future-readiness of the new e-commerce platform. The resultant solution has significantly improved online performance with nearly imperceptible loading times.
- **Adobe Cloud Hosting:** Adobe Commerce cloud hosting has simplified portal maintenance by reducing administrative effort and enabling rapid platform scaling.

- **Unified web presence**: Beyond migrating the online store from Shopware 5 to Adobe Commerce, the once separate company website was integrated into a single unified platform. This consolidation created a cohesive online presence for bosch Tiernahrung, seamlessly blending comprehensive information with an extensive product range.
- **Enhanced usability:** The navigation structure was simplified for an optimized user experience, offering a more ergonomic and intuitive presentation of the product lines. A new Bestseller feature was incorporated to recommend top products within each category to end customers. The user experience was also improved by offering the portal in two separate store views, English and German.

- **Distributor search**: A dedicated login area for breeders was established to facilitate quick and reliable purchasing of goods. This includes a search feature where breeders can find local distributors of bosch Tiernahrung products. A live map displays each distributor's available products and the quantities in stock.
- **Integrated pet-food advisor**: An interactive pet-food advisor was added to the online portal, guiding bosch Tiernahrung customers to the ideal food for their pets. Users can refine their choice by successively adjusting filters to receive a personalized food recommendation optimally tailored to their pet's needs.

The Company bosch Tiernahrung

As a family-owned business based in Blaufelden-Wiesenbach, between Nuremberg and Stuttgart, bosch Tiernahrung places a strong emphasis on using top-quality ingredients sourced from its local region. For over sixty years, the company has been producing premium cat and dog foods, formulated based on scientific research and backed by IFS Food certification. With over 900 employees driving its success, bosch Tiernahrung has sustained climate-neutral production since 2020, thanks to its state-of-the-art manufacturing and packaging facilities.

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About valantic

valantic is Number 1 for digital transformation and one of the fastest growing digital solutions, consulting, and software companies on the market. More than 500 blue chip clients rely on valantic, including 33 of 40 DAX companies and many leading international companies as well. With more than 4,000 specialized digitalization experts and net sales of approx. EUR 600 million in 2024(e), valantic is represented in 18 international locations around the globe.

More than 2,000 digitalization projects over the past five years have shown that valantic understands the business challenges of its customers. From strategy to tangible implementation, they have the necessary expertise to accompany projects from start to finish and make them successful. In this, valantic combines technological expertise with industry knowledge and the human touch.

valantic consults companies on all challenges of digital transformation, helps them to better manage their corporate performance and leverage the potential of data and artificial intelligence. In addition, valantic supports its customers in optimally shaping the customer experience, profitably using core digitalization technologies and optimizing company processes from end to end.

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Contact

Hartwig Göttlicher
Head of Business Development

✉ in

valantic CEC Deutschland GmbH
Hattenbergstraße 10
55122 Mainz
Germany

Phone +49 6131 90798-98
info@netz98.de

www.netz98.de

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