

Bouwmaat pioneers with a multichannel strategy in B2B construction



“Customers can have items delivered anywhere they wish, or pick them up at an outlet. That’s what we mean by *build everything smarter.*”

Bernard Verburg
 Director
 Bouwmaat Nederland B.V.

Build Everything Smarter.

Bouwmaat’s business focusses on wood, sanitary installations, electrical goods and all other building materials. With 46 stores and 12,000 articles, it is considered one of the leading building materials dealers in the Netherlands. The company has now moved to a multichannel strategy that allows all customers to purchase products online. Success of this strategy relies on optimised processes and product information management software that feeds up-to-date and well organized information on all products, from a single source, to all of the different sales channels.

The Company

Bouwmaat Nederland is the wholesaler for building materials, working under the basic principle: build everything smarter. From their product range and their service to the opening hours of their 46 branch outlets in the Netherlands: everything contributes to ensuring that every professional in construction, renovation and maintenance can perform their work

as efficiently as possible with the extensive range of building materials, wood, bathroom fixtures, electrical supplies, tools, hardware, paint and kitchen fittings. In June of 2012, Bouwmaat launched an online store to better serve its customers via the revamped www.bouwmaat.nl

The Challenge – Modernization of the Processes

The focus was from the beginning to rely on multichannel and, consequently, to modernize the webshop. For the implementation of the e-commerce strategy Bouwmaat decided for the Informatica partner Eperium. The challenges included:

- Harmonize the existing bouwmaat.nl website with the digital catalog,
- Retrieve the recorded customer data,
- Add a new payment option so customers can also pay online by credit card.

Because customers can pick up their orders in the store themselves or have them delivered to any location, the new system also needed to



Benefits

- Making the product range from 46 outlets available for all sales channels with complete product information
- Launch new online store
- Improve customer loyalty & satisfaction

Business Initiatives

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pass some orders to the distribution center and others to the outlets. Bouwmaat's enormous and complex product line also prompted us to set up an underlying Product Information Management (PIM) system, in addition to the online store. This way, Bouwmaat can feed up-to-date and well organized information on all products, from a single source, to all of the different sales channels (the biweekly promotion flyer, the catalog and the online store).

The Solution – Product Data from a Central Source

The PIM system of Informatica was the obvious choice to implement a real multichannel strategy. This lets Bouwmaat fill all of the different communication channels from a single information source. Existing information from various sources was merged, harmonized and enhanced. This enables an effective search and compare function for the online store. For instance, a piece of wood available in different thicknesses and lengths is now offered as a single product with different dimensions. This guarantees consistent, up-to-date and well organized product information online, in print and in the 46 branch outlets. Along with its partner Buckaroo, Eperium also provided a secure method of payment and validation for credit card purchases.

New Online Store

With this clear strategy and approach Eperium delivered an online store with underlying PIM that:

- Provides information on all 12,000 products from the Bouwmaat catalog
- Enables the same product information to be sent out over different sales channels from a single source

- Has the look-and-feel of an online sales channel: the website is set up so that it is immediately clear that you can also purchase online
- Supports a process allowing customers to pick up an order in one of the branch outlets or have it delivered elsewhere
- Offers customers the option to pay with credit card
- Boosts sales with ease of navigation and complete product information

"We are now available to our customers any time, anywhere. In addition to being available from our 46 branch outlets, the entire Bouwmaat product line of 12,000 items is also available from our online store. Guaranteed in-stock. Customers can have items delivered anywhere they wish, or pick them up at an outlet. That's what we mean by 'build everything smarter'", says Bernard Verburg, Director of Bouwmaat Nederland B.V..

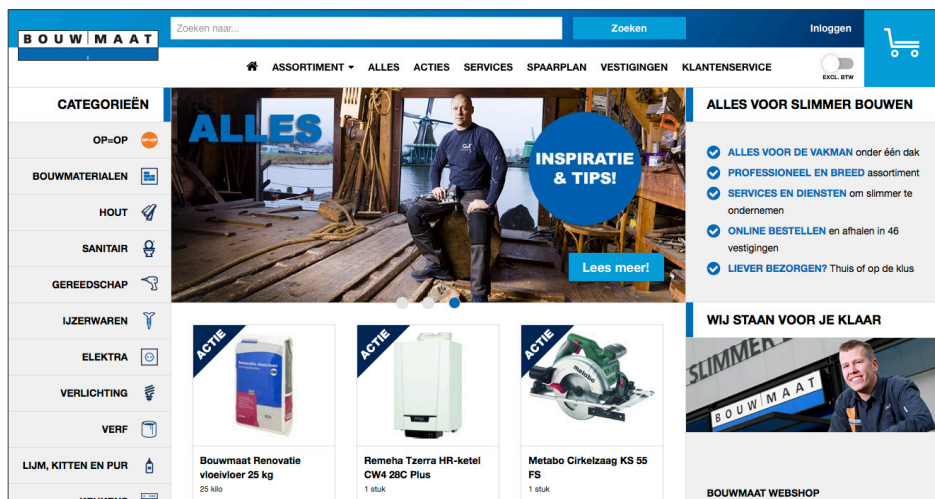
Future Strategy

Over time, Bouwmaat would like to apply a longtail strategy. For this, it also wants to offer the full product ranges of its suppliers in its online store.

Informatica – on which the PIM system is based – makes it possible interface quickly and easily with existing systems, and is rock-solid when it comes to data monitoring. For instance, it lets suppliers enrich product data through a self-service portal and add them to the current product range.

Implementation Partner: Eperium

For over thirteen years, e-commerce specialist Eperium has been helping clients maximize their turnover with e-commerce. Eperium provides advice on strategy and conversion marketing, handles the technical implementation and takes product management off your hands. Eperium uses tried-and-tested software by Informatica, Intershop and Magento, capable of running multiple profession online stores. Eperium does this with it's in-house staff of 250 employees, from their offices in the Netherlands (Weesp) and India (New Dehli). Clients include Bakker Hillegom, Toys XL, WE Fashion, MS Mode, Protest, TomTom, De Telegraaf, BCC and Sanoma. www.eperium.nl



Website for online ordering at bouwmaat.nl

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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