Like many international companies, Beijer Electronics has grown through acquisition. Founded in 1981, the industrial automation and data communications company today employs 700 people in the US, China, Taiwan, and across Europe. “Unfortunately, our IT infrastructure did not grow in as organized a fashion as the rest of the company,” says Niclas Kristensson, manager of market communication at Beijer Electronics.

After assessing an IT landscape comprising 20 company websites, more than a half-dozen ERP systems, and an internally developed CMS, Beijer made the strategic decision to modernize its legacy IBM Lotus Notes® and Domino® technology, replacing it with a Microsoft-centric stack. As it turns out, Microsoft .NET-based Sitecore was chosen not just as a web CMS, but also as an integration platform and foundation for experience management.

To help navigate the complexities of integrating its product information management and content management systems, Beijer chose valued Sitecore partner Kodexe, based near Beijer’s headquarters in Malmö, Sweden. “Kodexe understood the need,” Kristensson says. “They had experience with Sitecore, and with developing integrations with a range of different technologies.”

Beijer Electronics uses Sitecore® to drive the integration of critical product information across a large global organization and present a cohesive digital experience to customers worldwide.

**Challenge**

- **Consolidate websites** by reducing 20 global websites to 10, and ultimately three
- **Modernize infrastructure** by upgrading legacy IBM software (ERP; Lotus Domino-based CMS) to a Microsoft-centric stack
- **Integrate key systems** including ERP, Product Information Management (PIM), and CMS to enable information sharing
- **Build an experience management foundation** to extend CMS capabilities and enable personalization in 18 countries

**Solution**

- Sitecore® Experience Platform™ 8.0
- IFS enterprise resource planning
- InRiver™ product information management Sitecore Adapter for InRiver
- Microsoft® SharePoint®

**Results**

- **Consolidation:** More than a half-dozen ERP systems were consolidated, Sitecore-deployed, and integrated with InRiver PIM system via a Sitecore Adapter; first new website released
- **Single sign-on for visitors:** Web visitors can access all Beijer websites from a single entry point, enabling lead tracking
- **Personalization-ready:** With future migration to Sitecore 8.1, Beijer is ready to provide more contextually relevant information
Sitecore is the conduit to free-flowing information

Working closely with Kodexe, Beijer integrated Sitecore with its new enterprise-wide ERP system, IFS, Microsoft SharePoint, and InRiver PIM. “One of the reasons Sitecore integrates with IFS is so customers can log in, place orders, and review their order history on their e-business site,” states Kristensson. Beijer is also developing an app store for industrial automation, where customers will be able to buy software apps and modules. The software code for these apps is stored in SharePoint and, through the InRiver PIM, will be delivered through Sitecore.

Already, the InRiver PIM contains all of Beijer’s product information, including technical data, images, and marketing descriptions. InRiver was integrated with Sitecore via a Sitecore Adapter that enables web pages to be dynamically populated with product information, dramatically streamlining the task of keeping the site updated and current.

“Phase 1 has gone very smoothly,” says Johanna Mellgren, marketing executive at Kodexe. “Our next step will be to use the experience capabilities in Sitecore 8.1 to provide information in context, to help customers with product selection and self-configuration.” The latter can be a highly complex task, involving up to 250 choices on cables, power supplies, and other solution components.

Achieving milestones and looking forward

“We reached our goal of releasing our first website in October 2015,” Kristensson reports. “This is a major accomplishment that could only be achieved after extensive integration.” As part of this release, Kodexe also built single sign-on capabilities, allowing customers to go to any of Beijer’s sites after signing in just once.

In terms of Beijer websites, the next goal is to reduce the number of sites to 10, and include the ability to make different product offers in local regions. This initiative will be executed in Sitecore 8.1 to take advantage of its language fallback capabilities.

Kristensson concludes, “Our vision has been clear from the start: changing out old technology for new, one for one. We’ve changed our ERP, PIM, and CMS. Our next step is to use the Sitecore Experience Platform to present the right content to the right person, in the right context, at the right time. We’re taking it step by step. Next, we will launch 10 sites using more of Sitecore’s personalization capabilities to provide more contextually relevant product information.”