

SOCOMEK GROUP

CUSTOMER CASE STUDY

“All sites are on the same Jahia instance. However, due to response time concerns and to ensure an optimal user experience, we are currently assessing the opportunity to host the China site locally on its market.”

“The product catalog is really key for us and with time, new products and changes to existing products, managing it had become a very complex task. For our new site, we really wanted to find a solution to this issue”

Christophe Huault / Website technical manager

A Jahia customer since 2005, the Socomec Group decided in to launch an assessment of Jahia’s new version in order to migrate its 21 sites.



A manufacturer providing expert solutions for LV electrical networks: power control and safety, critical power, energy efficiency and solar power.

Founded in 1992, an independent, family owned company.

3,200 employees spread over 25 subsidiaries around the world: Socomec has total control of the design, manufacture and marketing of its products.

250 product descriptions

14 languages

9 production sites (4 in France, 1 in Italy, 1 in Tunisia, 1 in India, 2 in China) integrate the company's core technological know-how and ensure the quality of its products whilst respecting customer requirements in terms of delivery times

€428 million was the posted turnover of the group in 2014

The stakes behind socomec's web presence

The group's website – or rather its several websites – is the showcase for its entire product offering in each of these domains, and it must offer a product catalog tailored to local standards and in the local language, for each world region, or even country.

Every year, over 600,000 visitors come to the group's websites looking for state-of-the-art technical solutions to their challenges. For this reason, the websites must be both simple and pleasant to browse while providing a high level of detail for all products. Management of the product catalog is therefore a major concern for Socomec, for maintenance as much as for deployment across national sites.

General website administration is done by the Communication Department. Christophe Huault of the Information Systems Department is in charge of the site's technical development.

The sites are published with the latest version of Jahia. Thanks to the tools provided, the upgrade to the newest version was completed easily and smoothly.



The migration project

Christophe Huault – the group’s website technical manager – was given the mission to expand Socomec’s web presence and the decision to migrate to the newest version of Jahia was taken. The aim was to provide a clearer and more concise overview of the company’s four areas of expertise with easy access to the entire product catalog, while providing centralized management and maintenance of the product catalog for Socomec teams.

Key elements of the project

The project started with the development of a POC (Proof of Concept) and concluded four months later that the solution met the needs of Socomec, mainly thanks to the following features:

- Centralized product catalog management.
- Multilingual support.
- Multi-site support.
- Partner extranet.

The project team

The project was to be conducted in-house by a team led by the person in charge of the websites in collaboration with Christophe Huault, the website technical manager. The internal project team was composed of seven people gathered around the various skills required:

- One website technical manager from the IT Department.
- One web project manager, assisted by three editors from the Communication Department.
- One web project manager and one contributor from the Marketing Department.

In addition to the Jahia teams in charge of project support and maintenance, the Socomec project team also selected a few other service providers to assist them:

- One developer from Atos Consulting.
- One expert from SEO agency WAM.
- One art director and one CSS developer from web design agency Vegas Deluxe.

Key dates of the project

The actual project started the next month with the following objectives:

- Launch of the global site in one year’s time.
- Launch of the sites for France, Australia, the United Kingdom and India two months afterwards.
- Launch of the sites for Germany, the USA, Italy, Spain, Turkey, the Netherlands, Romania, Portugal, Poland, Belgium, Russia, Vietnam, Slovenia and Sweden over the subsequent four months.
- Launch of the site for China before the end of the year.

In concrete terms

Management of the product catalog made it possible to create a unique common repository on which all languages are declared. Products are categorized by area of expertise, language and country, so that when deploying a site it is possible to display only products categorized under the languages enabled in the new site and for the relevant country. Administration of the catalog is now centralized and facilitates maintenance and product changes. Jahia’s multi-site support and capabilities for deploying “children” sites from a global site offer great flexibility in the creation of national sites, which can be widely customized and adapted to local standards and regulations. Thanks to centralized management of product references and to product categorization, national sites automatically inherit the relevant catalog for their region. The data is accessed via Jahia’s REST API to retrieve and match existing catalog data. Finally, the partner extranet is a dedicated space for viewing documents.

Visit: [socomec.com](https://www.socomec.com)

About Jahia

At Jahia, we believe great digital experiences don't have to be complex. It only requires strong and continuous integration capabilities along with simple, intuitive interfaces that enable IT & Marketing to work together to build and manage multi-channel initiatives quickly and easily.

Leveraging our headless enabled, cloud-based platform, Jahia helps companies all across the world better utilize their content and customer data to deliver the right experience at the right time for truly personalized customer experiences. With an unparalleled level of flexibility and connectivity, ensuring our solutions can be adapted to suit their needs, Jahia cuts through the noise (and long implementation cycles) to **Make Digital Simpler**.

Founded in 2002 and headquartered in Switzerland, Jahia Solutions Group has its North American headquarters in Washington, D.C., with additional offices in Boston, Houston, Toronto, and throughout Europe. Jahia's loyal customer community counts hundreds of global brands and organizations, including Ben & Jerry's, Nationwide, NASA, and General Motors.

For more Customer Case Studies, please visit:
www.jahia.com/customers

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