

CASE STUDY

Thalia Bücher GmbH: Crafter CMS Enables e-Commerce for Bookselling Leader

For Thalia Bücher GmbH, a new e-commerce-friendly content management solution enabled them to market and increase sales of their continually-evolving inventory of more than 11 million digital and physical products in Europe.

It was in 1919 when a small bookstore opened in Hamburg, Germany. Over the past 100 years, additional branches were added all over Germany and finally an online shop suitable for the modern shopping habits of many of their customers. Today, Thalia leads the market in the German language bookselling trade, with a catalog featuring more than 11 million products, including a wide variety of books, audio books, CDs, DVDs, games and toys, gifts, stationery, and an ebook reader.

As an omni-channel retailer, in both the real and virtual world of books, Thalia needed a modern CMS to speed up the often slow process of content publishing, the introduction of new design elements, and the ever-changing product launches.

CHALLENGE

Thalia Bücher GmbH was looking for an e-commerce-friendly content management system that could help with brand awareness and boosting, ease of use for its authors in creating special pages and promotional banners for marketing campaigns, and effortlessly support seasonal traffic peaks. Additionally, Thalia wanted to be able to easily adopt more advanced features like content scheduling and content targeting to personalize the user's online experience, drive customer value, and increase sales.

AT A GLANCE



- Approximately 350 bookstores in Austria, Germany, and Switzerland
- 11+ million products in inventory
- Established 1919 in Hamburg, Germany
- Leader in German-language bookselling trade
- Websites: thalia.de, bol.de, and thalia.at



For Thalia developers and operations teams, working with Crafter CMS is much easier than working with any other CMS software.

— Johanna Neef, Product Owner Omni Channel Services Business Development, Thalia Bücher GmbH

SOLUTION

Because Crafter CMS supports modern software development frameworks and processes, it was easily adopted by Thalia's developers and operations team. New UI components are instantly designed using Thalia's organization-wide library of templates, and then released and deployed through the development and QA process to production using Crafter's integration with Gitlab's DevOps pipelines.

Thalia is now able to use Crafter's Git-based repository and version control system, with all of its powerful features for DevContentOps™ to efficiently support the development process with fresh content from production, and manage the flow and deployment of new functionality to the site.

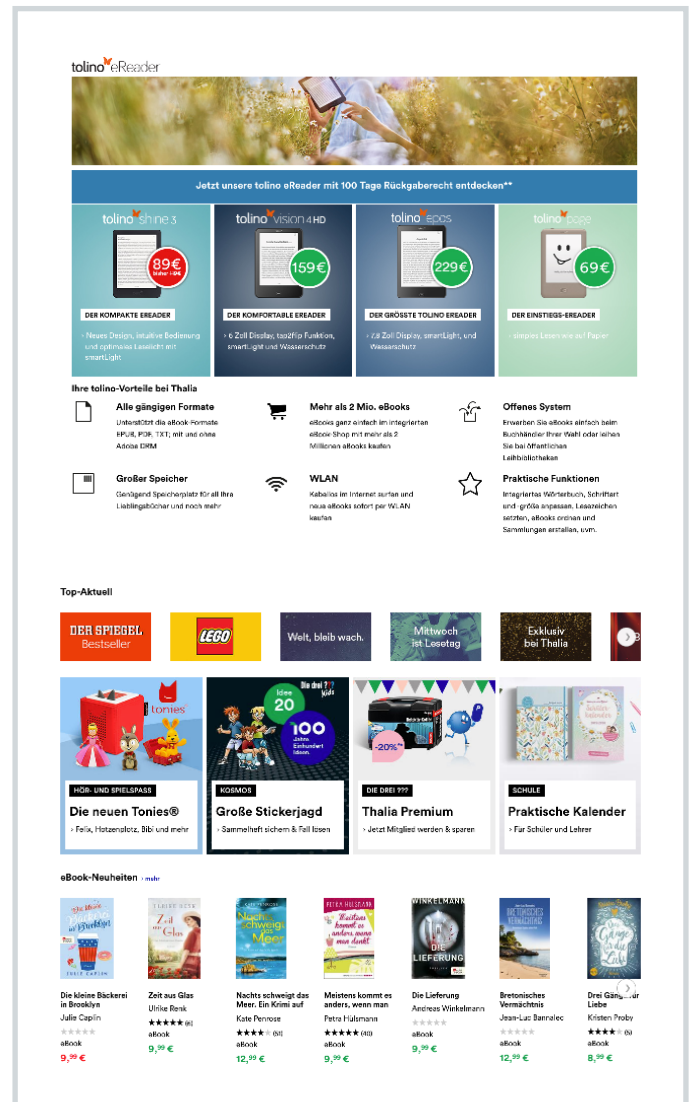
Thalia worked closely with eXa-online, a Crafter Software Certified Solutions Partner based in Germany. eXa-online's close working relationship with Crafter Software, their considerable familiarity with Crafter CMS, and their proven ability to deliver impeccable digital experiences, played a key role in the smooth, successful roll-out of Thalia's CMS re-platforming efforts.

RESULTS

Upon launching their new site powered by Crafter CMS, Thalia now benefits from more efficient product promotions, faster content publishing cycles, and increased e-commerce sales. Thalia can create new landing pages and editorial content for all new marketing initiatives for their online store and mobile app. Additionally, Thalia is now able to easily and speedily create and publish relevant, personalized editorial content for its customers, increasing the likelihood of purchase.

BENEFITS

- Faster release cycles
- Seamless scalability for seasonal peaks in website traffic
- New UI components easily designed using modern development frameworks
- Flexible publishing workflows to create timelier, fresher, personalized, and richer content



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We chose Crafter CMS for its ease-of-use for our entire team of authors, developers, and operations. It was much easier than other CMS platforms for our developers to adopt, and our authors are now able to quickly and easily deploy new content for our customers.

— Johanna Neef, Product Owner Omni Channel Services Business Development, Thalia Bücher GmbH