Relaunch of the publisher`s online presence:

Highly efficient cross-channel e-commerce for the specialist book distribution
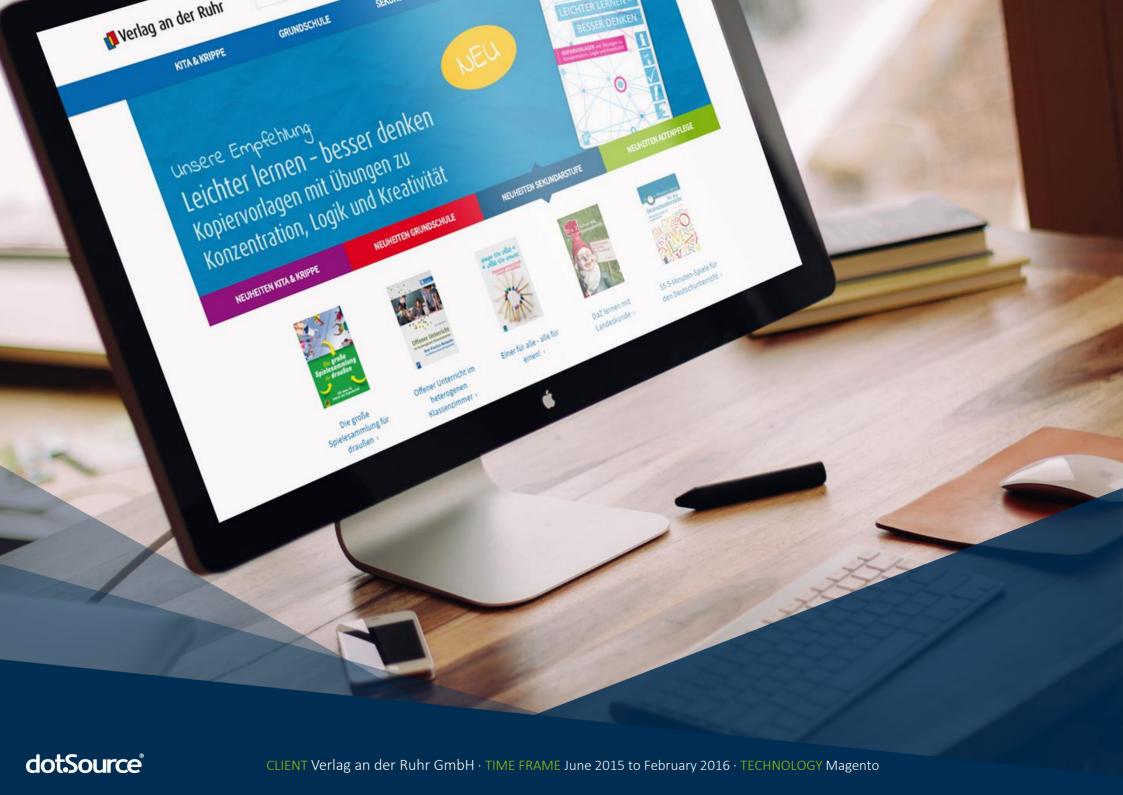
dotSource®

About Verlag an der Ruhr

Based in Mülheim an der Ruhr, the specialist book publisher was founded in 1981 under the name of "Die Schulpraxis" and has belonged to the Franz Cornelsen Education Group since 2003. With its employees, the publisher generates an annual turnover of ten million euros.

Teachers from all fields, school forms and grades, educators, committed parents and children, and young people of all ages obtain study and organisational aids as well as teaching and learning material from Verlag an der Ruhr.

Specialised in educational titles, the publishing programme currently offers more than 700 publications from around 500 authors. Since 2013, the publisher has extended the range towards elderly care with activities for people with dementia.

Verlag an der Ruhr has been awarded numerous renowned German publishing and book prices.

dotSource®

Digitalisation drives growth

> *"The new online shop provides us with a consistent brand image across all channels. Thanks to intuitive navigation and filter function, our programme portfolio is now searchable - this increased the visibility of our products significantly."*

David Gielen, Head of Marketing
Verlag an der Ruhr GmbH

In recent years, the share of online book sales has grown steadily. The consumption and usage behaviour of customers has changed enormously during that time. Whether online or brick and mortar: Customers decide for themselves when, where, and via which channel they search for information and do a purchase. Publishers striving to build their brand sustainably and to position themselves against competitors successfully, must take account of this in their sales strategies.

Digitalisation opens up new growth potential for publishers.Thus, new distribution channels can be developed and interaction with customers and prospects can be designed to be more direct.

The use of e-commerce platforms provides publishers with the best requirements:

- An online presence adapted to the needs of the target groups makes it possible to redefine customer relations and to orient them towards benefit.

- Modern product and service presentation, improved usability and structuring support sales and marketing optimally.

- Increased standardisation and automation help to make business processes more efficient.

dot.Source®

High performance e-commerce – up-to-date, safe & maintainable

After veritas.at and cornelsen.de, with verlagruhr.de dotSource was commissioned to relaunch another online platform of the Cornelsen Group.

The aim of the relaunch was to implement a digitalisation strategy individually tailored to the circumstances in the field of textbook publishing and to the changing needs of customers.

The project focus was on the replacement of the previous two systems, a website based on the CMS system Typo 3 and a connected online shop based on GS Shopbuilder Dynamics.

dotSource implemented an up-to-date, safe, and especially maintainable e-commerce platform on the basis of Magento.

In addition, the responsive webdesign developed by dotSource serves the expectations of customers and users in their interaction with the corporate presence optimally across different devices.

Through connecting the Magento platform to the latest SAP version, dotSource ensured optimum technical integration into the existing infrastructure of the Cornelsen Group.

dotSource®

The right offer at the right time in the right place

Against the background of changing customer needs, the most important challenges for publishers are customer loyalty and customer acquisition.

Compared to other industries, publishers benefit from already available content which they can use to support their sales strategies.

- An automated cross-selling function supports the publisher's sales activities in using customer data across channels for purposes of dialogue marketing (up- and cross-selling).

- Newsletter management was improved on the basis of the efficient email marketing software optivo Newsletter Management and now allows the classification of users into user groups and enables automated target group-specific newsletter distibution.

Responsive design for better conversions & the best possible user experience

On the basis of Magento, dotSource's designers and UX experts developed a concept that satisfies the usage habits and needs of the target group. As a result, improved product presentation and structuring of information facilitate faster product findability. The attractive front end automatically adjusts to the requirements of different devices.

This consistency and cross-channel availability of quality product information ensure the best possible user experience. At the same time, the consistent brand appearance provides the opportunity to increase both reach and customer loyalty and to reduce the operation costs for the online presence.

dotSource also implemented an intelligent, fault-tolerant, semantic search with result preview.

This leads the publisher's customers quickly and easily to the most relevant products and therefore has the potential to increase conversion.

Moreover, the payment solution PayOne was connected to the publisher's e-commerce system. With this, the company meets its customers' wish for an additional payment option.

Increasing profitability by means of digital business processes

The connection of the Magento platform to the latest SAP version allowed for a better integration into the group infrastructure.

Thanks to the integration of the modernised SAP interface, cost- and time-consuming processes are now automated. This reduces the high amount of manual rework, for example in connection with orders from Austria and Switzerland.

Before, those orders had to be assigned manually for further processing, automated transfer was not possible. Automating these processes reduces complexity and makes the new platform even more profitable.

About us

dotSource, that's more than 120 digital natives working together on one vision: enabling companies to take the way towards the digital future of marketing and sales.

We at dotSource have been supporting companies from Germany, Austria, and Switzerland in their digital transformation and the internet presentation of their brands for over ten years. From strategy consulting through to the development and implementation of innovative e-commerce concepts right up to continuing company support after the go-live – according to the vision »Digital Success right from the Start« we offer our customers a comprehensive range of services and holistic expertise across all aspects of the digitalization of marketing and sales.

With our groundbreaking solutions, we have been able to establish ourselves as one of the leading digital agencies in German-speaking Europe and are now among the top 20 largest companies in the industry.

We see ourselves as a partner to our customers, whose individual needs and requirements flow into the project process right from the first idea. Companies with large, sometimes multinational online projects, such as Swarovski, Cornelsen, hagebau, Würth, and Music Store, rely on our services.

We network branch know-how and provide information on current tendencies and perspectives in digital business through numerous publications and events, such as the blog handelskraft.com, our annual Trend Book, and the Handelskraft Conference.

The over 120-strong team of our owner run company is now in its 10th year of assuring sustainable success in digital business through a structured approach, personal consulting, and high dynamics.

dotSource®

dotSource®

DIGITAL SUCCESS

RIGHT FROM THE START.

Contact

Head Office
Goethestraße 1
07743 Jena

Office Berlin
Pappelallee 78/79
10437 Berlin

Phone +49 (0) 3641 797 9000
Fax +49 (0) 3641 797 9099
Mail info@dotSource.de

www.dotSource.com
www.handelskraft.com
www.digital-business-school.com