



## Case Study Geberit

### Geberit AG

<b>Founded:</b>	1874
<b>Headquarters:</b>	Rapperswil-Jona (Switzerland)
<b>Industry:</b>	Plumbing parts manufacturing and supply
<b>Employees:</b>	12.000 employees in 50 countries
<b>Revenue:</b>	2.5 billion EUR (2017)

**Partner:**

**foryouandyourcustomers**

#### The Company

Geberit is an international company headquartered in Rapperswil-Jona (Switzerland) which specializes in the manufacture and supply of sanitary technology. Architects, planners, plumbers, wholesalers and consumers in over 30 countries get their plumbing, supply and waste water systems from the market leader.

#### The challenge

Continuous business process optimization is a strategic pillar of the Geberit group. In order to be true to this principle, they needed to break new digital ground in the area of product presentation. The key was to digitize the processes without changing the successful three-stage sales model or the established partner network.

#### The solution

Geberit chose to develop a multi-channel business platform as the basis for its digital marketing. With the help of this platform, already active in more than 30 countries, tradespeople can find information about the sanitation specialist's products online.

#### The result

With its interactive online product catalog, the Swiss company has done more than just simplify the selection of individual products, including the corresponding components and replacement parts. The platform offers architects, planners, plumbers, wholesalers as well as consumers an inspiring online experience.

