



Case Study TROX GmbH

TROX GmbH

Founded:	1951
Headquarters:	Neukirchen-Vluyn, Germany
Industry:	Air electronics
Employees:	about 4,000
Revenue:	about 500 million EUR
Partner:	

The company

With 27 subsidiary companies worldwide, TROX is a global leader in the design, manufacture, and distribution of components, devices, and systems for room ventilation and air conditioning.

The challenge

The software for product configuration in the air electronics industry is exceptionally sophisticated, as both purchase and sales of ventilation systems require a high level of technical know-how. To further complicate TROX's case, their software also needed to be integrated into a webshop system.

The solution

Because the commercetools platform is built natively on APIs and is deployed using flexible microservices, the implementation of the product configuration and ERP-processes was easy and seamless.

The result

The commercetools software enabled a highly personalized self-service B2B commerce process for Trox business customers.