

BayKer Italia S.p.A. becomes a tile industry pioneer and reaches underserved markets with a new B2C e-commerce presence

USD 1 million

increase in sales in the first year after implementation

New markets

reached thanks to a decreased reliance on physical storefronts

Positions

the company as a pioneer in its industry and opens a brand-new sales channel

Solution components

- IBM® WebSphere® Commerce Professional V7
- IBM Cognos® Express®
- IBM SPSS® Modeler
- IBM Premier Business Partner - VAR Group



Business challenge: Traditionally, tile manufacturers in Italy have operated in the business-to-business (B2B) realm, selling their wares directly to contractors and builders. However, competition was heating up, and BayKer Italia S.p.A. wanted to differentiate itself. Realizing that more and more Italians shop online every day, BayKer decided it was time to take the leap into e-commerce.

The transformation: The company developed the industry's first platform for e-commerce and brought customer interaction to a whole new level. Today, customers all over the country, even where storefronts aren't warranted, can access an online catalog of 3,000 products, then select and purchase materials online and have them delivered to their homes. The solution also supports BayKer's marketing and promotional activities.

The company is the first Italian tile manufacturer to develop a completely configurable online quote engine and empower its shops to deliver e-commerce orders on a large scale.