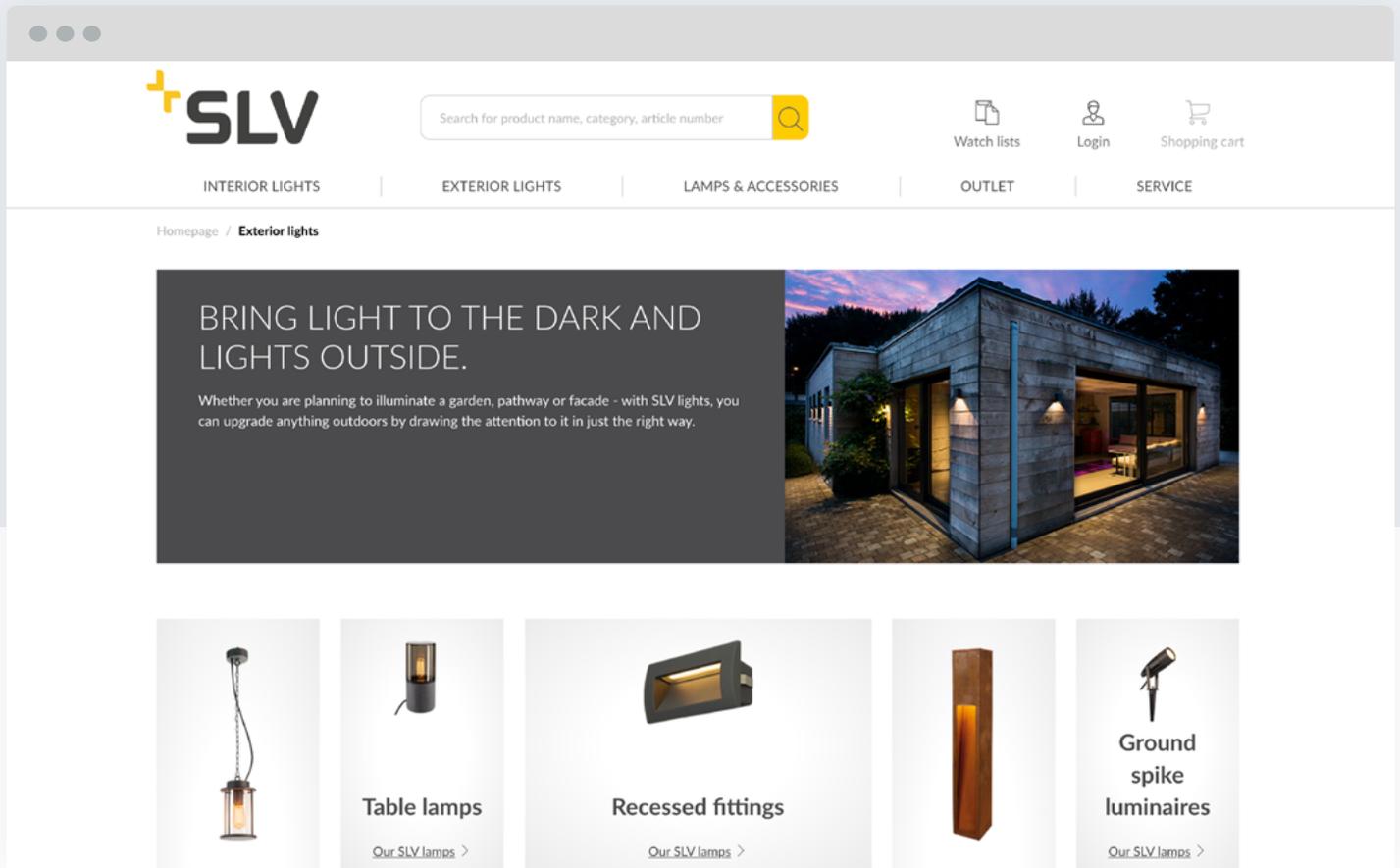**+SLV**

SLV Relies on Comprehensive Digitization

Lighting Retailer Leaves its Competitors in the Dark

The lighting expert experienced quite a few setbacks until it took the first steps towards digitization in 2016. Consequently, SLV added a new dimension to its service concept: the digital sales channel.

For SLV it was clear that in contrast to its first commerce software, its new technical solution needed to be based on **customization, low maintenance costs and technology ownership.**

The goal is to enable the company to **differentiate** from the competition and to have **absolute customer-centricity and long-term low total Cost of Ownership.**

The 4 Goals in Upgrading to Spryker
Replatforming to the Spryker Commerce OS B2B Suite allows SLV to fully focus on four digital goals:

> *We were especially impressed by Spryker's B2B feature set and the modular system architecture, which together enable flexible development and a strong focus on B2B customers."*
>
> - Gunther Hahn, Head of SLV Digital

Goal #1 - The customer experience surrounding the right choice of lighting as well as an optimized Shop UX were to become more prominent.

Goal #2 - An important component here is the service around the product. SLV aims for best-in-class service that offers maximum convenience. The Spryker Glue API also helps to integrate relevant systems for the continuous expansion of SLV's service offering.

Goal #3 - Increased store performance should increase customer satisfaction and reduce the bounce rate. Spryker's modularity allows them to use only the features they want – so the system carries less dead weight and functions well over the long term.

Goal #4 - A higher retention rate, i.e. customer loyalty, should be achieved with a focus on the main target groups. The individual user journeys and relevant product recommendations should be served by a correspondingly different product and consultation offering.

Implementation with Spryker

SLV's digital team now includes 15 people who helped the project achieve a technical implementation phase of around 4 months. The scope of the company is complex. SLV sells more than 7,000 products online with in total 500 different attributes, which require a detailed product logic and extensive hierarchy among the products. Spryker Technology partner Akeneo helps tackle this challenge through their PIM solution that has been integrated into the Spryker Commerce OS.

The lighting expert also serves 15 shops in 11 different markets and national languages. All the shops are brought together through the Spryker Multi-store functionality.

best it

"The Spryker Platinum Partner best it has confirmed the MVP approach with Spryker. The digital B2B platform for SLV could be rolled out in a record time of 4 months. The focus of the developments was above all the connection to the surrounding systems such as SAP and Akeneo. best it once again demonstrated its understanding of highly complex B2B processes and its ability to realize a comprehensive user experience."
- Christoph Batik, CSO best it

Spryker

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