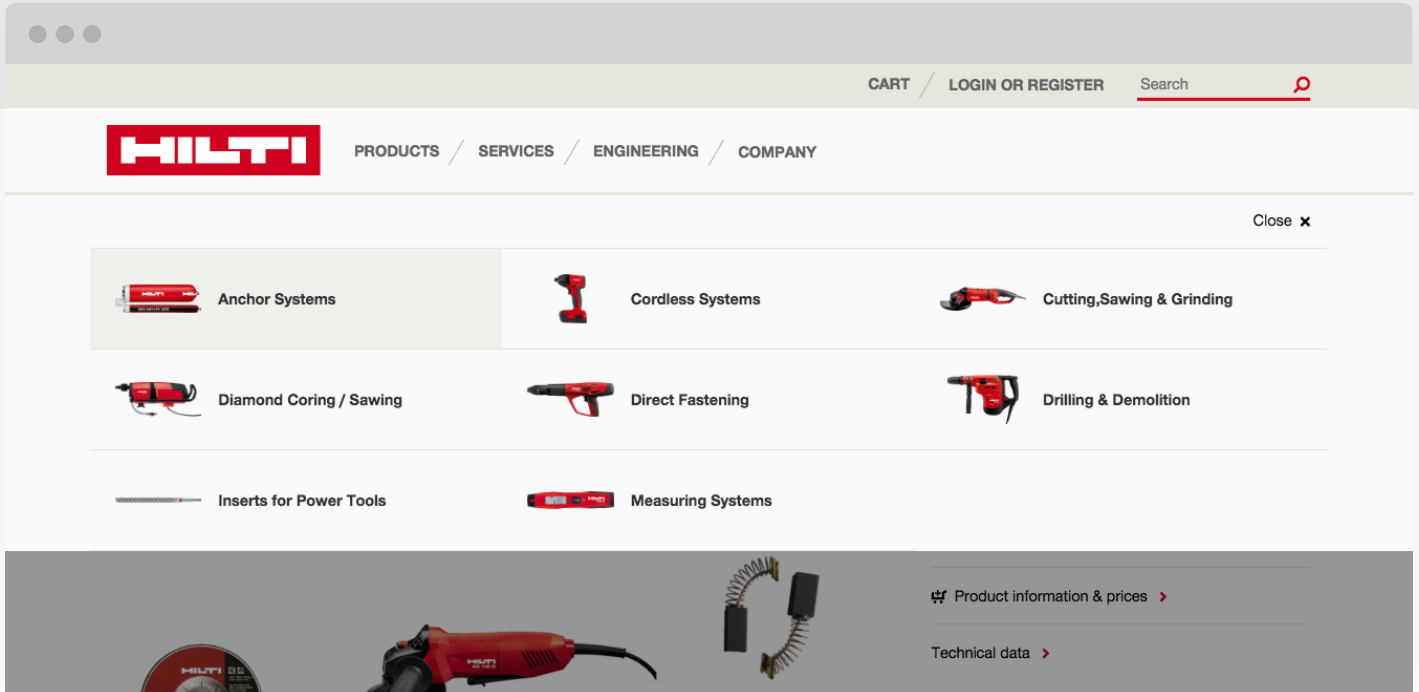


International Expansion with the MVP



The multi-billion dollar multinational develops, manufactures and markets products for construction, building maintenance and mining. The product range is mainly targeted at businesses.

The Spryker Commerce OS has enabled Hilti to drive international expansion in Africa in a fast and cost-effective manner, launching new African country stores within a matter of days.

Following a minimum viable product approach, for each market Hilti is testing the waters with an individual solution before replicating and scaling successful practices and rejecting less successful initiatives. Launching country-specific stores that are tailored to the individual requirements in each market, the different Hilti stores have been designed in a very customer-centric way.



Inter-
nationalization

With the **multi-store function**, Hilti can set up individual, international shops, each offering different products, prices or languages, or serving a specific customer group. Similar structures can be shared between the shops, others easily managed separately.



CMS

CMS features for a more attractive shopping experience

Thanks to the **CMS feature**, Hilti can customize its online shops and make the shopping experience attractive for its customers. Especially in the B2B sector, where purchasing decisions are often made on the basis of complex factors such as service, quality, price and support, the best possible presentation of products and services is a decisive factor. The easy-to-use CMS tool with customizable blocks and pages makes it possible to present images, texts and much more on the entire website.

User-friendly filter options make navigation easier

Thanks to the large **selection of filter options**, Hilti offers an easy-to-navigate filter and search function. These options allow Hilti to represent a multi-layer filter structure, guiding customers through the shop first by selecting a product group and later by providing detailed information on product features.



Search
& Filter



With a focus on the most relevant features and based on the MVP approach, Hilti can quickly advance its African expansion strategy with minimal resources.



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