

## Case Study

# MY Putzmeister

Uniform omni-audience platform for all stakeholders worldwide



### At a glance

#### Company

Putzmeister Holding GmbH  
www.putzmeister.com

#### Industry

Mechanical Engineering

#### Key figures

3,000 employees, 90 countries, 20 offices worldwide, numerous manufacturing sites and ONE self-service portal: MY Putzmeister

#### USU solution

Corporate website and self-service portal based on the digital experience platform Liferay DXP

### Challenge

Putzmeister machines are used on construction sites all over the world and distributed through a global dealer network. Various web offerings have evolved over time for customers and dealers as well as for employees:

- Corporate Website
- Isolated websites for other Group products
- Extranet for dealers
- Intranet for employees
- SAP web shop
- IoT (Internet of Things) portal

As a result, different platforms were in use unconnected side by side. Users had to log in with multiple logins and navigate through different interfaces. On the other hand, Putzmeister was forced to operate multiple platforms and update content and backend connections multiple times. They had to reconcile and standardize different data versions such as product information and options for machines with a high degree of manual effort, which was not always possible. Ultimately, the overview of the total supply, individual products, and product information was lost.

### Solution

Based on the digital experience platform Liferay DXP, the world market leader in construction and underground mining is developing the Omni-Audience platform MY Putzmeister, which is gradually being rolled out globally. Silos have already been shut down and replaced by the new central application. Through this, retailers and end customers receive all digital content and services across all divisions in one place. Employees use identical content across the board and reuse it in different contexts. In this way, product information is displayed equally in the web shop and on the website. USU defined a system-overlapping UX (user experience) for these individual solutions from MY Putzmeister.

### Result

As a central source, MY Putzmeister contains all relevant information that is provided in a quality-assured manner for all websites. Users access it via single sign-on. Onboarding takes place via a convenient self-registration process. Employees, dealers, customers and interested parties can also log on for other options such as the web shop. All target groups have expressed enthusiasm about the new experience.



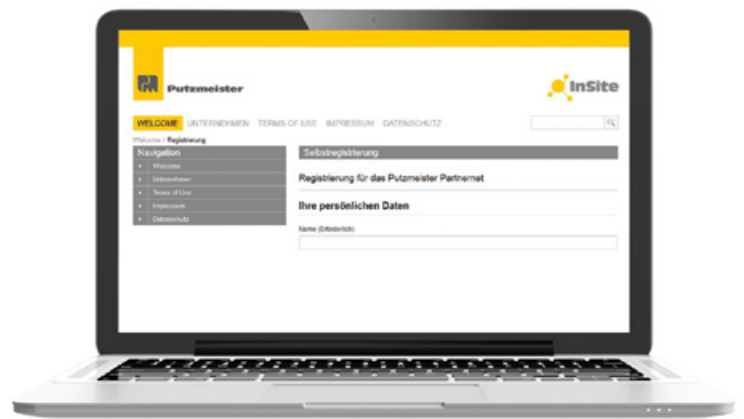
While Putzmeister CIO Heiko Eberle was primarily concerned with internal processes in the past, digitization expands the range of tasks of his business unit: The concrete pumps and other machines have long been equipped with IoT features. The collected data must be processed and provided. "In the meantime," Mr. Eberle stated, "IT is also a provider of solutions and an active part of the value chain." A central role in this new business model is played by the Omni-Audience platform MY Putzmeister, through which the company provides dealers as well as end customers and other stakeholders with all digital content and tools in one place. From the outset, the CIO and his team have pursued the goal of fully integrating the platform into backend systems and have also paid attention to aspects such as central user management.

### Unsightly interfaces – obstructive data silos

The digital experience platform Liferay DXP prevailed as an "important enabler in the selection process," Mr. Eberle said. Putzmeister had already had good experiences with the solution in the past. However, the website, dealer and employee portal were based on different versions and therefore still formed silos. There was also an SAP web shop and an IoT portal as well as other websites for other Group products. In short: Both internal and external users had to deal with a variety of logins and inconsistent data sources. In addition, there was a very high maintenance effort for the distributed, different product information. The usability of the non-harmonized interfaces left much to be desired. Customers found it difficult to keep track of the Putzmeister solutions or to get a meaningful impression at all.

### Liferay convinces with various features

One of the knockout criteria of the new Liferay solution to be implemented was that different permissions can be mapped. "Not every customer should be able to see everything," Mr. Eberle said. In addition, a project of this size depends on the future viability of the solution. The Liferay platform provides this thanks to its great flexibility and expandability. Since the portal is to be operated worldwide, special attention was paid to criteria such as stability and availability around the clock. Heiko Eberle: "We can't afford shutdowns or downtimes." Overall, the digital experience platform



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seemed suitable for resolving and unifying existing data silos and creating central databases in which the content is only maintained once. The large-scale project was not just about optimizing processes. The appearance as a premium manufacturer was also to be improved significantly.

### Global rollout over five years

The machine manufacturer began collecting and clustering global requirements in mid-2018. The focus was on the after-sales area, for which a completely new web shop was introduced. This was followed by the portal where customers' employees log in to get specific information. Putzmeister spent five years implementing all the requirements from the international subsidiaries. The go-live took place in Singapore at the end of 2019, and all dealers were quickly integrated. By the end of 2020, the entire American continent was connected with important additional features such as a credit card system for the US. The Omni-Audience platform MY Putzmeister has been installed in the EMEA region in the meantime, including in the German parent company. Web shop enhancements have been launched. For example, the "MY Fleet" feature provides a 360° overview of a customer's machines, including technical documentation and telemetry data. The project team is also currently implementing the first predictive maintenance scenarios and a product configurator. The extranet has also been completely set to the same Liferay instance on which the portal runs. It contains all documents and information for dealers.

## Overall Project Is Making an Impact

Both internal and external users benefit significantly from MY Putzmeister. Employees reuse content from the CMS, such as product information, in different contexts – be it for the website or the online shop. Liferay serves as a central content hub with quality-assured information that can be accessed from anywhere. All web offers can be used via a login (single sign-on). A simple workflow for self-registration has been stored, via which other permissions such as access to the web shop can also be booked. The market is already aware today that something has changed at Putzmeister in terms of digital public image and services. Heiko Eberle: “The feedback

is overwhelming. Our dealers are thrilled because they get all the information they need in one place. “All target groups – from employees to dealers to customers and interested parties – use the same web offerings. “We really live the Omni-Audience approach.” They benefit from attractive interfaces and high usability thanks to USU’s UX design. Mr. Eberle summarized: “The effort was definitely worth it.” The CIO also has a tip for any imitators among his peers: “You have to try to take the complexity out of such a large project and ask yourself again and again: What does the customer need? Where do I create benefits for customers?”



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