FLUIDRA BUILDS A NEW MODEL FOR WEBSITE DESIGN

The pool and wellness leader company engages Capgemini to implement Adobe Experience Manager as the basis for a new brand websites

Since its founding in 1969, Fluidra has steadily grown into a multinational company and global leader in the pool and wellness industry. As of today, the business has 7,000 employees working in 45 countries, a structure that generated an annual revenue of 2.2 billion euros in 2021. As a result of this expansion and success, the company has come to face new challenges as it has grown across borders. This meant a risk of diverging processes and systems, including its website and the digital customer journey it offered.

As part of its mission to produce the perfect industry experience, Fluidra made the decision to develop a common website architecture that it would use in every market. This would involve a renewal of the brand to provide users with simplified navigation options and a more attractive interface.

Overview

Client: Fluidra

Region: Spain

Industry: Consumer products

Client Challenge: Fluidra wanted to renew its online brand, but first it needed a common structure that its different businesses could apply across different markets to drive efficiency and unity

Solution: The company partnered with Capgemini to implement Adobe Experience Manager on AWS infrastructure, thereby providing a standardized skeleton on which new websites could be built

Benefits:

- Improved efficiency for marketing and IT teams

- Effective combination of standardization and unique visual design

- Enhanced the digital user experience

- Better brand perception

To accomplish this, Fluidra wanted to identify a partner that could work with its own technical e-business team to implement Adobe Experience Manager (AEM) into the company's existing Amazon Web Services (AWS) infrastructure. After a competitive RFP process that allowed the business to review a number of potential options, Fluidra selected Capgemini, which could bring a substantial amount of practical expertise to bear as evidenced by its extensive history of successful website redesigns and experience with both Adobe and AWS technology.

Constructing a digital skeleton

The partners kicked off the collaboration by agreeing on the requirements and challenges related to the project.

"Our challenge in IT was to provide a new platform where all the company websites could reside," explains David Bultà, IT Strategy, Innovation & Vendor Operations Manager at Fluidra. "The second important goal was to allow our business colleagues to design and publish websites in a fast and agile way by reusing templates and components."

With the project outline firmly established, Fluidra and Capgemini began to develop the initial objects, components, and connectors that would play a key role in facilitating a future rebuild of the business' main brand sites. This formed a universal structure on which those websites could be constructed while enabling certain brands to retain their unique identities.

"First, we built and aligned on a common design with all the stakeholders of the different brands," describes Esther Fernández Bejar, CX Project Director at Capgemini. "Then, we set up a best-in-class infrastructure to host the digital platform. And last, we developed the journeys with a component-centric approach so that Fluidra's business could gain autonomy."

With the new website structure in place, Fluidra and Capgemini then developed an instruction manuals website using AEM. This provided pool owners with a tool to obtain support related to pool equipment and poolcare products.

Empowering brands while maintaining a common approach

As a result of the collaboration between Fluidra and Capgemini, the pool company now possesses the skeleton upon which it can build new and more engaging websites. Improved design and an easy-to-use interface will ensure a better user experience as well as drive improved brand perception.

By enabling the definition and sharing of common components, the AEM-based solution ensures that Fluidra's different brands will follow a standardized and streamlined development process that will enable the faster launch of new websites while maintaining their distinctive look and

feel. In addition, a common structure will play a key role in driving greater efficiency within the company's marketing and IT teams, as they will find it easier to develop, maintain, and update content with a reduced budget and no bottlenecks in the development of online content.

"Through this project, we aim to continue spreading our brands and products across the internet," says Carla Arqueś, Data Analytics and Special Project Leader at Fluidra. "We also want to drive pool owners to our customers' stores and help them with any aftersales challenges they may encounter."

Now that the business possesses a secure and centralized environment for website development, Fluidra has greater control not only over the way its brands are viewed online but also over the experience that its customers have when engaging via a digital interface.

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David Bultà
IT Strategy, Innovation & Vendor Operations Manager at Fluidra

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