A new foundation for e-commerce

Why American Bath Group chose Sitecore to integrate a dynamic family of leading bathware brands

Since 1993, American Bath Group (ABG) has been building a better bathware industry. Based in Savannah, Tenn., ABG designs and manufactures bathtubs, showers, and other fixtures for residential, commercial, assisted living, and senior-care communities. Gathering leading bathware brands — including Maax Bath, AKER, Aquatic, Praxis, Bootz, and Swan — under the umbrella of a single company, ABG makes it easy for its customers to select and purchase high quality products manufactured in North America.

The Challenge

ABG sells through business-to-business (B2B) channels including showrooms, retailers and wholesalers. Its target audiences include construction professionals, architects, designers, and engineers. Brand diversity is an ABG strength, as each offers a distinct market appeal. However, growth through acquisition had left the company with multiple digital properties, all on different platforms. ABG aimed to improve efficiency and provide a unified customer experience across brands through a single multitenant platform. To spearhead this initiative, ABG turned to its own Maax Bath marketing team.

Maax Bath is a leader in bathware innovation, holding more than 80 patents for groundbreaking products. It’s also a digital visionary that has operated on the Sitecore platform since 2011. Now blazing a path for all of ABG, Maax Bath worked with Sitecore partner Sid Lee to pursue four key strategic objectives: generate new revenue; increase the visibility of new product launches; drive more leads to B2B partners; and streamline internal processes to focus on innovation instead of operations.

Sid Lee set out to create an ABG platform that minimizes maintenance while easing brand evolution. “Sitecore enabled us to build a solid e-commerce foundation that centralizes product information, simplifies data management and synchronization, and optimizes online marketing campaigns and cross-publishing tools,” said Yanick Bedard, Vice President of Digital Strategy at Sid Lee.
We standardized on Sitecore as our one platform to rule them all – meaning we would build a template platform allowing us to create an integrated family of individual sites for all of our different brands.

– Julie Caron, Brand and Marketing Director, American Bath Group

The Sitecore Solution

An essential part of ABG’s business is generating product catalogs. Traditionally, ABG printed physical catalogs. However, this is costly, and because products are always changing, the catalogs go rapidly out of date. With Sitecore Commerce, ABG can update and synchronize catalog content while creating tracking on page events and following up on engagement automation plans, actions, and conditions. With Sid Lee providing usability testing and technical expertise, the project team is integrating Sitecore Experience Platform (XP) and its multi-language capabilities with ABG’s SAP enterprise resource planning system to avoid the need for double data entry.

Through the use of Sitecore XP and extending with Sitecore Print Experience Manager (PXM), ABG is taking rich, online product database information and flowing this data directly into print design software, creating up-to-date, dynamic changes from web to print.

“Instead of flipping through a catalog of 500 products and looking at technical drawings that are already obsolete, our customers will have easy access to the most customized and accurate information in the market,” Caron said.

The Outcome

Through this advance alone, ABG expects to save $1 million CAD annually in printing costs and to implement price changes within 30 days instead of six months. Increasing operational efficiencies by 50% frees resources to invest in innovation, such as testing ways to drive more traffic to “Where to Buy” pages.

ABG is deploying all of its digital properties systematically onto the new platform. The first to launch were maax.com; akerbymaax.com; and bootz.com. Next up are aquaticbath.com; swanstone.com; comfortdesignbathware.com; aquariusproducts.com; hamiltonbathware.com; and renovativebath.com. Maax Bath is starting to build email blasts and leverage the analytics power of Sitecore Experience Database (xDB) to optimize personalization. This digital maturity pathway holds promise throughout ABG, as the diverse product lines and partner channels bring rich potential for targeted and cross-selling.

“As Maax moves forward, we share best practices with the rest of ABG, so each brand can reach its fullest potential,” Caron says. “By delivering the right content to the right audiences, we make it easier for our customers to do business with us.”

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