

valantic relaunches stürmsfs platform

Mobile First - also in online steel and metal trade

St. Gallen, 6th May 2019: The online shop and website of stürmsfs AG from Goldach are merging. The result: a modern and attractive e-business platform developed by valantic CEC Schweiz AG in collaboration with stürmsfs.

B2B sectors such as the steel and metal trade are currently undergoing rapid digital transformation. stürmsfs AG, from Goldach, is one of the trailblazers and has been present in the online metal trade for several years already. Now, the company wants to take the next step by freshening up and modernising both the website and the shop.

“A key topic in our e-business strategy was merging the website with the online shop,” says Michael Thüler, CEO of stürmsfs. “The professional and collaborative full-service competence of valantic CEC Schweiz AG was a key factor in the successful implementation of this project”.

Merging website and shop

valantic is supporting the mobile-first approach of stürmsfs with its development team. This approach requires a uniform website that also integrates the online shop. A modern, responsive design that allows for cross-device presentation is crucial here. This will mean that the shop can be used in exactly the same way on smartphones, tablets, and standard desktop computers.

“By merging the website and shop, we have developed a uniform and fresh presence for stürmsfs,” stresses Reto Rutz, CEO of valantic CEC Schweiz AG. “As a result, we have simultaneously created the technical basis for a future app. This is the next step in the mobile-first strategy of stürmsfs”.

The updated shop also includes a “Track and Trace” option. This gives customers the possibility of tracking their order from production to dispatch. The option of creating checklists and personal profiles also ensures an even more customer-friendly experience. As a result, the platform is taking on modern e-commerce functions and is fully-equipped for additional services in future.

Zeichen (mit Leerzeichen): 2003

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About stürmsfs

stürmsfs is the leading supplier of quality steel and metal products, and also offers a range of services and holistic solutions. These services reduce customer process costs in procurement, material management, and logistics, thereby improving competitiveness. With headquarters in Goldach and locations in Arnegg and Härkningen (both Switzerland), Klaus (Austria), and Krakovany (Slovakia), the company is well positioned.

About valantic

valantic is number 1 in digital transformation, and is one of the leading companies in digital solutions, consulting and software, with 800 developers and consultants at 16 locations across the German-speaking world. The CEC Competence Centre (Customer Engagement & Commerce) at locations in St. Gallen, Vienna, Mannheim and Munich develop digital solutions for customer relationships and sales. But this doesn't just include modern online shops or appealing designs: a core component of the company's strategy is integrating digital channels meaning customers' businesses can develop long term.

<https://www.valantic.com/en/solutions/customer-engagement-commerce/>



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