

Unifying Digital Presence with a Centralized Content Commerce Platform

One Platform, Take control



WiBu-SYSTEMS is a leading provider of software protection, licensing, and cybersecurity solutions. With decades of experience and a strong global presence, the company develops innovative technologies used across various industrial sectors. To drive its digital transformation forward, WIBU partnered with Viamedici.

By implementing a centralized content commerce platform, the company unified the management of both physical and digital products - from product data to licensing. With Viamedici EPIM, WIBU optimized internal processes, eliminated media discontinuities, and significantly enhanced the scalability of its digital infrastructure.

WIBU'S CHALLENGES

- Product and content data were spread across disconnected web presences and systems
- Managing multiple domains and separate webshop caused high maintenance efforts
- Manual processes led to slow and error-prone updates
- No unified handling of digital and physical product portfolios Lack of centralized control for multilingual content and different channel



VIAMEDICI SOLUTIONS

- Deployed Viamedici EPIM as the central Product Information Management (PIM) hub
- Live integration with ERP and SAP Commerce Cloud
- Rolled out Spryker B2B shop and Storyblok CMS for multi-channel publishing
- Supported multilingual, media-neutral data models
- Implemented roles, permissions, multiple carts, SSO, and customer-specific offers
- Semi-automated print catalog production using InDesign workflow

BENEFITS



Increased efficiency of internal processes through a centralized product information system (single point of truth)



Easier knowledge transfer and direct access to information for stakeholders and employees



Unified digital presence enables synergies across business units



Future-proof, scalable architecture for strategic growth

"The new technology helped us to unite the complementary competencies of the WiBU Group in a central content commerce platform, thus making the ordering process for our customers significantly more efficient and better – for more time in care and support"

Jan Kowalsky
CMO at WiBU