


Case Study



**Commerce  
Made Personal —**  
A global tech  
company elevates  
its B2B customer  
experience with  
Adobe Experience  
Cloud

VISIONET

## Overview

The client is a global leader in remote support and collaboration solutions. With 700 employees and \$240M in annual revenue, the company focuses on cloud-based technologies to offer its services worldwide. Visionet helped the company improve its B2B customer experience by integrating various business-critical technologies and implementing a cloud-based solution for customer-based pricing.



## The Client:

Headquartered in Göppingen, Germany, our client is a leading global technology company that has been revolutionizing the way people connect and collaborate since its inception in 2005. By providing availability in over 30 languages and a presence in 12 global locations, it offers seamless remote desktop support, remote access, and online collaboration tools, having helped billions of people overcome distance and time limitations to achieve their goals. With its focus on cloud technologies, it empowers people to amplify their ideas, solve complex issues, and collaborate effectively, cementing its position as a catalyst for success in the digital age.

## The Challenge

Our client struggled with its customer experience as its previous platform was not user-friendly and did not offer the flexibility needed to support their growing business. It faced issues with customer support and order management systems, leading to a disjointed customer experience. Additionally, its data was inconsistent and redundant across different systems, resulting in slow and inefficient workflows. The company also struggled with the region and customer-based pricing.



**B2B customer  
experience**



**Inconsistent and  
redundant data  
across systems**



**Region and  
customer-based  
pricing**

In pursuit of overcoming these challenges, the global tech company turned to Visionet. Our experts carefully analyzed its developer ecosystem and proposed the following solution.

## The Solution

Visionet implemented Adobe Commerce Cloud powered by Magento, which provided our client with a user-friendly interface and effective Customer Data Management and Activation. Our team integrated multiple business-critical technologies to unify data and customized the platform to support its business requirements executing a modern and accessible B2B Marketing and personalized omnichannel engagement. Furthermore, a cloud-based solution for customer-based pricing was established, helping the company keep its pricing competitive and customers satisfied.



## The Results

As a result of Visionet's services, the client improved service delivery to its B2B customers. It saw an increase in customer satisfaction and loyalty due to the platform's flexibility as well as a collaborative work environment. The integrated systems and streamlined workflows saved the company tremendous time and costs for other prioritized tasks. Additionally, with our customizable platform, the global tech company was able to smoothly support its growing business and product offering expansion.

# Tools & Technologies



## Why Visionet?

Visionet is an engineering-led technology solutions provider built on the premise of disruptive innovation. For over 27 years, its innovation-centric approach has unlocked digital-driven success to over 350+ global enterprises across CPG, Retail, Banking & Financial Services, Food & Beverage, Manufacturing & Distribution, and Life Sciences industries. As a Microsoft Gold Partner and winner of the Microsoft Partner of the Year 2022, Visionet is highly experienced in providing end-to-end solutions for the Microsoft Dynamics family of ERP platforms. We leverage Microsoft-approved best practices and industry-focused frameworks, which enables us to efficiently and cost-effectively deliver high-performance solutions.



**For more information, visit us here**

[www.visionet.com](http://www.visionet.com)

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