ADVELLENCE

GC GRUPPE

Case Study

Transformation for the B2B Online Shop

Advellence introduces Syndigo as a category management tool at GC-GRUPPE



GC-GRUPPE combines cross-trade expertise in electrical, roofing, civil engineering and industrial technology and offers a unique product portfolio of more than 5 million items in sanitary, heating, air conditioning and ventilation, installation, electrical and roofing technology. To meet the growing demands of B2B commerce, Syndigo was selected in 2025 as a new category management tool with extensive standard functionality, which Advellence successfully implemented as an international platform in just 13 months.

By modelling intelligent product families and campaign entities as well as transparent scoring for data quality and campaign readiness, the foundation was laid for improved product performance in the B2B shop, for future scaling into further country markets and for additional use cases.

Countries
15

Founded
1921

Locations
920 in Germany

Employees
30,000+

A Clean Foundation for the B2B Shop

Requirements in e-commerce are constantly rising: customers expect intuitive navigation through product ranges, reliable search and meaningful context. As these expectations have long since reached the B2B world as well, GC-GRUPPE was looking for a solution that complements its PIM and optimally supports both its online shop and the needs of category management. Flexibility, expertise in taxonomies and classifications, and multilingual capabilities were the key selection criteria.

The main challenges of the project were the large volume of data and the complexity of the product information, which includes ETIM data as well as additional proprietary classifications, and ensuring a future-proof, scalable solution that allows for flexible further development. In addition, particular focus was to be placed on data quality and on simplifying campaign management.

Clear Concept and Open Collaboration

From the very beginning, the project was built on good, trusting collaboration between GC-GRUPPE, Advellence and Syndigo. The requirements defined in the initial scoping workshops were translated into concepts that were aligned with Syndigo. Proven best practices helped to optimise the new solution in terms of data model and performance, without compromising on individual needs.

More than 5 million items, hundreds of attributes, numerous relations, classifications and logics are maintained cleanly and can now be enriched in a particularly user-friendly way with further information and channel-specific content, reliably supplying the online shop with relevant content. With its focus on precise conceptual design, the project created a powerful and flexible international platform that the country subsidiaries can use for numerous use cases.

Efficient Implementation of Use Cases and Data Migration

Among other things, the data model covers the creation and assignment of product families, which can thus be presented perfectly on the landing page of the online shop and ensure intuitive navigation through the GC-GRUPPE range. Further key elements of the implementation included defining the business logic as well as roles and permissions, commissioning the interfaces, and configuring the user interface with a focus on intuitive data maintenance for the category management team.

Data quality was another important topic: a dedicated rule-based scoring determines the current quality level of each data record, providing more transparency, reliability and clarity in data maintenance and publication.

In addition to mapping products and relations, the data modelling for GC-GRUPPE also covered the creation and maintenance of campaign entities, so that campaigns and special promotions can be maintained in the system and managed effectively and reliably based on a readiness score.

A key benefit of the thorough preparation phase, which also included developing the migration strategy, was that the data migration, including planning, monitoring and control, was completed in just under two weeks.

A Platform Built to Grow

With the go-live in Germany, an international platform with powerful category management has been put into operation as a foundation. It enables intuitive, simple data maintenance and, as a core element for providing targeted product content in e-commerce, can be expanded as needed in the future. Thanks to the flexibility and multilingual capabilities of the platform, new requirements and use cases in e-commerce and from the individual country subsidiaries can be implemented.

This kind of flexibility, combined with the multilingual capabilities of the new platform, is particularly beneficial in the context of a group of companies, as it allows the needs of different country organisations and departments to be taken into account.

As a next step, the product content will be further refined and optimised for the B2B shop in order to improve the customer experience in the long term.

“Thanks to good preparation and a clean test phase, a few hundred million pieces of information were migrated in a very short time. That was very important for the project and its acceptance.”



Kevin Löhmann
Head of International Product Data Management at Cordes & Graefe KG

About Advellence

As an experienced digitalisation partner for organisations of all sizes and industries, Advellence supports companies in sustainably developing their digitalisation strategy based on their existing IT landscape and process structures. With strong technical and consulting expertise, we assist clients throughout system implementation and integration.

With our strong and growing network of technology partners, we find the ideal solution for every scenario. We connect all your data so it can tell your story. Technical finesse is our craft, and project execution is our passion.

Consulting, technology selection, implementation, development and integration: at Advellence, you get everything from a single source, with the Advantage of Excellence.

About GC-GRUPPE

Sometimes it is the small parts that make the big difference; elsewhere, precisely coordinated system solutions deliver a quantum leap in energy efficiency and climate protection.

As a wholesaler for building services, GC-GRUPPE offers its customers a unique range of more than 5 million products from a single source, from fittings to heating systems with connected photovoltaic installations.



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