




Innogy Nederland standardizes on Sitecore JSS

Energy company creates consistent online presence across its many brands

Industry: Service • Founded: 2016 • Employees: 42,000+
Headquarters: Essen, Germany • innogynederland.nl



From spaghetti to lasagna in terms of the online presence of different brands. That is the objective of innogy Nederland, which, with brands such as Essent and energiedirect.nl, provides customers and businesses with energy products and services. The company also offers industrial energy services under the Powerhouse brand. With Windpower, innogy is a major player in the wind energy market.

The Challenge

Over the years, the energy company developed various websites and components for its diverse brands. That has led to a multitude of platforms, even within websites where every client of Innogy/Essent has their own “My environment” in which they can view contract, invoices and payments and change personal information.

The Sitecore Solution

To put an end to this, innogy opted for a new, centralized approach, supported by the choice within innogy Europe to base all online activities on Sitecore technology. But the Dutch business units wanted to go one step further and chose Sitecore JSS (JavaScript Services), the technical version of a new headless environment.

“The broad choice for Sitecore is easy to explain,” said Toon Wijnands, Enterprise Architect at innogy. “This solution is high up in Gartner’s Magic Quadrant and is known to be very stable. We were interested in Sitecore JSS because it provides a better multi-brand and multi-channel approach, which is high on the agenda at innogy. We also already had the necessary skills in the field of JSS and Angular, which was also a great advantage.”

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– Toon Wijnands, *Enterprise Architect, Innogy*

Sitecore JSS provides a so-called headless architecture, with which an organization can very easily offer personalized content to website users. Web pages are only created and presented at the end-user device. With a headless architecture, all possible existing and new channels can be supported without any problems. Because each page is rendered on the end-user device, less server capacity is needed in the backend.

Wijnands started with a team including Jamila Bloemers and Claire Verbunt as product owners on a Proof of Concept. The team worked together with Sitecore partner Valtech and with a support team from Sitecore in the United States. After the PoC, innogy chose to continue with Sitecore JSS.

The Outcome

The first milestone in the project is the content facility for the Regelneef, an app for customers of energiesdirect.nl, which enables them to request their invoices and consumption data and to report changes. Another part is the development of a knowledge base that will initially be tested among innogy employees. In the course of 2018 and 2019, the websites will follow in parts.

According to Wijnands, in addition to the various technical advantages of one single technological platform, there are also clear business advantages. “A common platform will enable us to respond more quickly to unpredictable developments, for example in the channels through which consumers and businesses contact us. A headless environment can present information through any possible channel. This increases our flexibility enormously.

We are also much better prepared for a trend such as artificial intelligence. A trend like this will also be included in your websites sooner or later. Furthermore, it is more effective to deal with content and personalization. Earlier modifications to an existing website that was also built with Sitecore showed a huge increase in conversion. We expect that again now.”

To learn more visit sitecore.com



Success Snapshot

- One central CMS for all websites and website sections
- Headless system provides savings in the data center because web pages are rendered on end-user devices
- Optimal use of internal JavaScript and Angular competences
- Strong basis for multi-brand and multichannel activities
- Sitecore JavaScript Services (JSS)

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