

## ERDINGER: newly developed core functions



### Business need

By partnering with Catenate Creativity ERDINGER Weißbräu fully relies on the total range of the full-service offers provided by internet specialists.



### Success Story ERDINGER Case Study - Overview

Company: Erdinger Weissbräu

Country: GERMANY

Industry: Brewing - Beverages

ERDINGER Weißbräu stands for wheat beer enjoyment and the Bavarian brewing tradition and as one of Germany's largest private breweries, producing an annual output of 1.72 million hectolitres, Erdinger Weissbräu is among the leaders on the national German beer market. Meanwhile, the classic Bavarian wheat beer is exported to over 80 countries around the globe. The customer loyalty to the brand is a particular concern of brewery owner Werner Brombach. He founded one of the first fan clubs on the beer market, which now has 79,000 members and honorary members including many celebrities.

Conception, consulting, design, development, IT-project management, 1st-to 3rd-level support, handling domain and hosting are the core competencies of Catenate which ERDINGER engages for about 10 years all out of one hand. The wide online offer of private brewery ranging from content management systems via document management and e-commerce systems to online communities and marketing activities such as raffles and microsites. Also the developments in the tablet and smartphone market will be covered by Catenate Creativity services.

The selective use of experienced specialists in the field of project management, interface-design, user-experience, web development

and hosting offers ERDINGER Weißbräu the possibility of realizing all online activities in top quality for their target group. Best practices and latest technologies lead to sustainable solutions that rapidly support themselves.

In addition to proprietary products, Catenate Creativity makes also use of license-free and open source products. With the market launch of the new product, "Erdinger alcohol free", the company faced the challenge of addressing a completely new target group.

The private brewery does not make use of traditional advertising such as TV or print. The focus on event promotion and online activities defines the success of the non-alcoholic wheat beer.

## Solutions

With help of the internet specialists Catenate Creativity ERDINGER Weißbräu founded in 2006 an online community for endurance athletes.

Since then, everyone whose passion is endurance sports can become a member of the Erdinger alcohol free team. True to the motto: "Being actively involved is more" ambitious athletes of all levels and disciplines forgather in the sports community. Whether professional, ambitious amateur or hobby athletes - the Erdinger alcohol free team connects everybody who enjoys sports.

## — TEAM — ERDINGER ALKOHOLFREI

Catenate Creativity developed an online platform on which all activities and communication with members takes place. On the basis of an open source CMS, Catenate Creativity developed complex functionalities and the entire membership management in the background.

With the recent relaunch of the community in 2011, the traffic and the residence time were more than doubled. Thereby not only the design and usability for members

have been optimized but especially the newly developed core functions for members. Tools such as free starting-point application and allocation, race&points bonus system with integrated online shop, payment integration, membership management and automated interfaces were requirements for the online community.

More than 4,000 paying members turn the Erdinger alcohol free team to a constant in the national sports events.

## Benefits to the client

The collaboration of ERDINGER Weißbräu and Catenate Creativity has many benefits for the private brewery. All IT requests, online projects and marketing activities are managed, implemented and maintained by the Internet Specialists. The longstanding partnership also means that the target groups can be operated online, without claiming internal marketing resources of daily business.

ERDINGER Weißbräu has now constantly around 300,000 monthly visitors (visits) on its website and has shifted its communication with this audience more and more towards the internet.



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