

How is Iperceramica driving growth with responsive, high-quality e-commerce experiences?

- ✓ Iperceramica manufactures and distributes high-quality flooring and bathroom products
- 🛒 Aimed to drive growth by empowering customers to order from its extensive catalog online
- ⚙️ Deployed an enterprise-class e-commerce store based on IBM® WebSphere® Commerce
- 50% 50% increase in website traffic just a few weeks after launch
- ✓ Enables customers to order anywhere, anytime — driving sales and lifting revenues
- 🌍 Supports multiple languages and currencies, enabling international expansion

