



experience

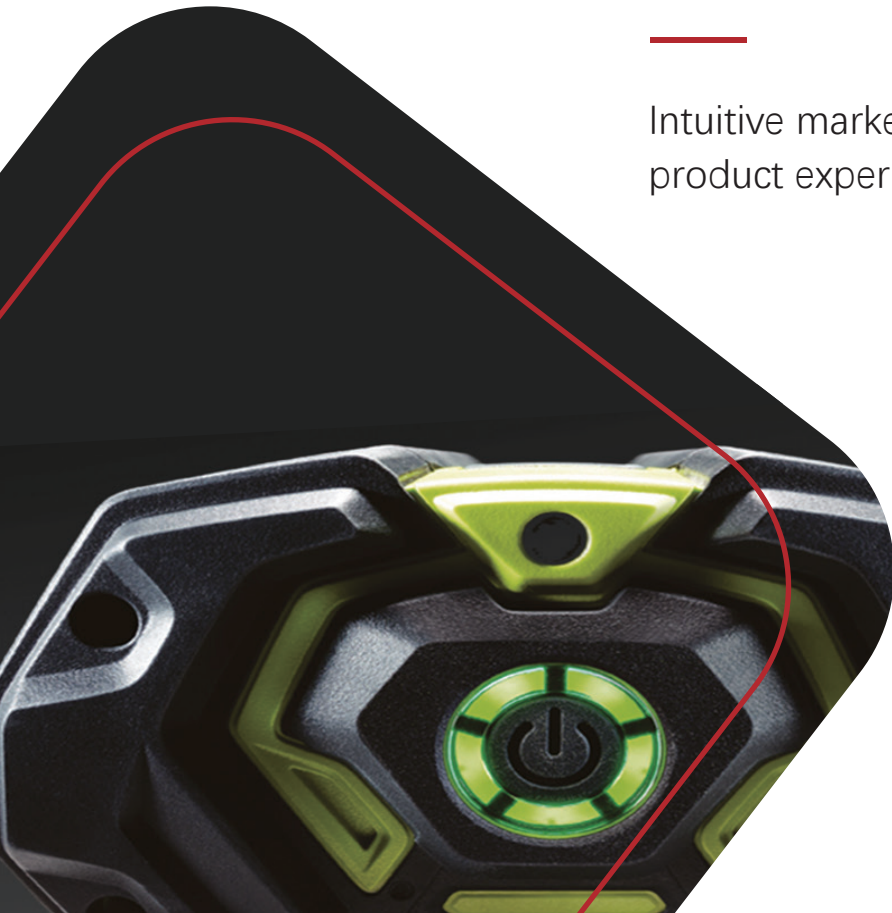


CUSTOMER SUCCESS

# Real-Time Access to Rich Marketing Content

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Intuitive marketing portal enables remarkable product experiences



**CHERVON®**



## PROFILE

### PRODUCT AMOUNT

> 10k Products

### SUB-BRANDS



### CHANNEL



### CATEGORY

Power Tools  
Outdoor Power Equipment

### REGION

NA / ANZ / EMEA / ASIA

### REVENUE

About 868.8M USD

## Introduction

Chervon, a leading power tool and outdoor equipment manufacturer based in China, operates globally in Europe, North America, APAC, and Australia.

Formerly an OEM for brands like Bosch, Makita, and Milwaukee, Chervon evolved into an ODM through the acquisition of SKIL and FLEX from Bosch. Their EGO brand, known for innovative battery-powered gardening tools, established Chervon in the high-end outdoor equipment market, driven by a commitment to making work easier and more efficient for customers.

## Challenge

Chervon faced challenges aligning product content across acquired brands and regions, seeking a 'common language' and transparent commercial launch processes.

Due to fragmented regional launch processes and diverse digital systems from acquisitions (e.g., Shopify, Magento, Drupal), the project's focus was on global-to-local launch alignment. They aimed to achieve transparency using a user-friendly marketing portal, like Google, providing real-time access to approved brand and sales materials across the organization.

Connecting global marketing and engineering with regional brand teams remained challenging due to data issues. Heavy reliance on Excel and Dropbox created silos, causing delays and frustration.

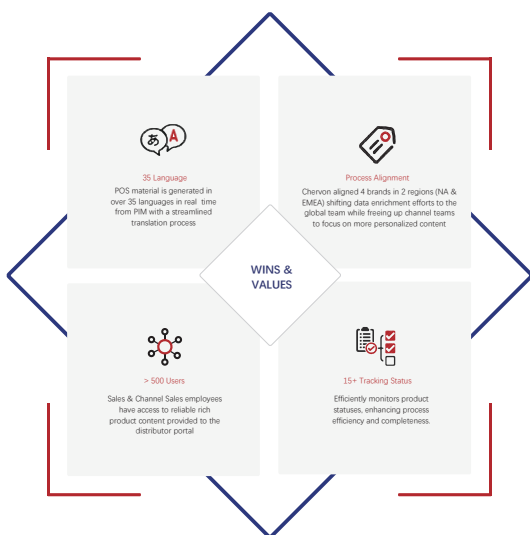
While rolling out a global PIM & PLM solution achieved initial alignment, it didn't fully provide intuitive access to product information and brand content for all internal and external stakeholders.

## Solution

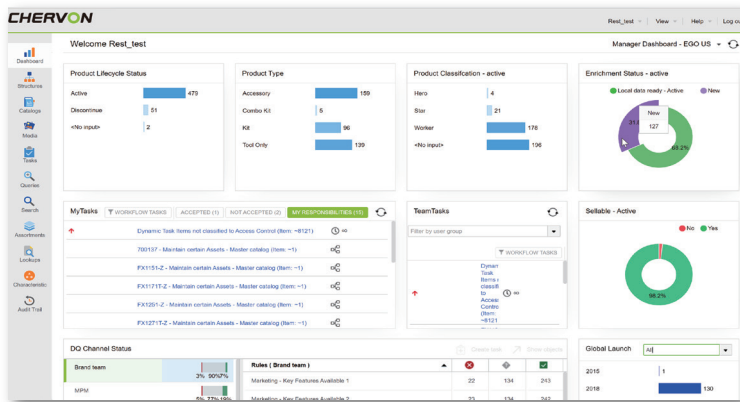
RG.Experience partnered with Contentserv, a leading product experience vendor, to create a digital content strategy and implement Contentserv's solution across three regions and four global brands. Leveraging Contentserv's cloud-based offering, the team delivered an MVP prototype to regional organizations within weeks.

Through the global adoption of Contentserv's marketing portal, Chervon centralized rich product content and brand assets, establishing PXM standards for all present and future brands. Coupled with Contentserv's user-friendly, Google-like Self Service portal, the marketing team enabled easy access to product, marketing, and regional sales content for all stakeholders.

The self-service portal empowered Sales teams to access six different POS collateral layouts in real-time across 35 languages and integrate seamlessly with their Magento brand.com setup, eliminating error-prone manual content onboarding."



# Challenges & Implementation



## Requirements

Chervon's primary requirement was to implement a single platform that would empower their marketing, sales and channel teams to find and access rich product information and digital assets effortlessly. Additional requirements included:

- A central source for marketing and brand content for distributors as well as marketing and regional sales teams
- Multichannel publication capabilities
- Functionality that would lower localization costs for core marketing content
- Support the creation of data-sheets and non-creative content such as catalogs and price lists

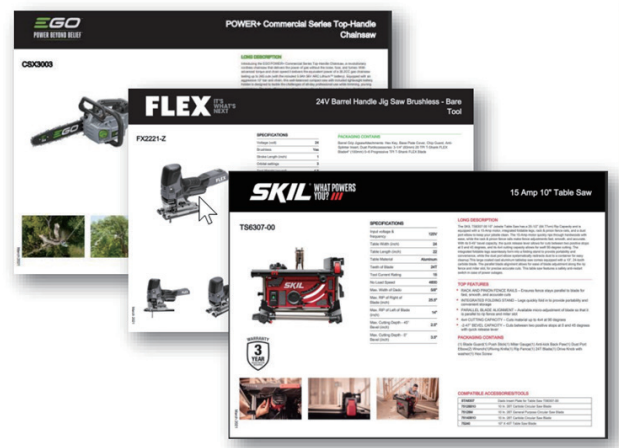
Chervon ultimately selected Contentserv's marketing portal to serve as a business solution for marketing teams to meet these needs across all brands and regions.

## Implementation

Contentserv partnered with RG.Experience, a leading Asia product experience partner, for building a digital content strategy & roadmap and implementing and rolling out the Contentserv solution throughout the three regions and 4+ global brands.

With the Contentserv cloud-based offering, the team was able to offer an MVP prototype to the regional organizations within a few weeks.

As a result, the SKIL EMEA team decided to replace their legacy solution. During this 4-month base implementation, the solution team helped Chervon shift several core data enrichment activities. From the purely regional onboarding process towards the HQ team reducing local workload, freeing up the regional marketing organization to focus instead on marketing messaging and benefits and upsell potential via bundles and sets.



“

Our new Contentserv marketing hub solution enabled our marketing team to distribute rich product content and digital assets - for key sales and channel stakeholders across the regions, languages and multiple brands, getting them ready for the tough customer conversations.

”

Stephanie Zhang  
CCO Chervon, Nanjing





## Results & Achievement

### Global Rollout

The SKIL EMEA template was used to roll out a similar experience towards the US subsidiaries, which before did not have any PIM / portal solution. They were now able to benefit from the rich experience and best practices of their European colleagues. With different GTMs and channel partners, the US organization, in return, could extend and further professionalize the way Chervon approached the Commercial Launch process. Within 2020 the US brands Ego, SKIL US, SKIL SAW and Flex onboarded their product content, established a new process with the Nanjing back office team and went live with their Sales Portal utilizing and expanding the existing solution template.

### Conclusion

By adopting Contentserv's marketing portal globally, Chervon centralized rich product content and brand assets for every region and established PXM standards for all current and future brands. Together with Contentserv's intuitive Google like Self Service portal, the marketing team enabled all of Chervon's stakeholders to easily find and access product, marketing and regional sales content at all times.

The self-service portal enabled the Sales teams to download about six different layouts of POS collateral from label to a Personalized basic product catalog in real time over 35 languages. In addition, they integrated in real time into their Magento brand.com setup reducing error prone manual onboarding of content.



*With the direct integration into our Brand.com website and the dealer portal, we reduced our localization effort by over 45% and are finishing catalogs/POS material 3x faster.*



**Davy Raaijmakers**  
Commerce Head SKIL EMEA



experience

#### About RG. Experience

RG.Experience is a Leading Digital Transformation Agency based in Shanghai, Hong Kong & Melbourne with a strong focus in a holistic Product Experience Approach.

We are empowering Industrial Leaders to balance European best practices with the efficiency and speed needed to compete with local competition in the Asian market.

#### Contact us

[www.rg-experience.com](http://www.rg-experience.com)

