

Cosentino Finds a Solid Foundation for Digital Transformation



30%

Increase in customer satisfaction

"TIBCO is the glue that keeps our services together. Different technologies can all be orchestrated from one place. The company feels that technology is the best strategy, so we are willing to invest in the best."

Gemma Hernández, CIO

BUSINESS CHALLENGES

- As the brand grew in popularity and sales expanded beyond southern Europe, longer delivery times resulted
- Lacked the digital tools necessary to be more agile, create new products, and effectively communicate with partners
- Integrating global IT systems was challenging, as was accounting for different geographies and quarries containing different types of materials

SOLUTION

- Established regional distribution centers around the world, all of which are connected via the company's integrated global architecture
- Developed physical locations to show its products to designers and architects in major cities around the world and created an app for a virtual reality view of the product in the intended space

RESULTS

- App development/integration time was reduced from 6-9 months down to 1 month
- Customer satisfaction has increased by more than 30 percent
- Reduced product inquiry wait time from 3 days to mere seconds