

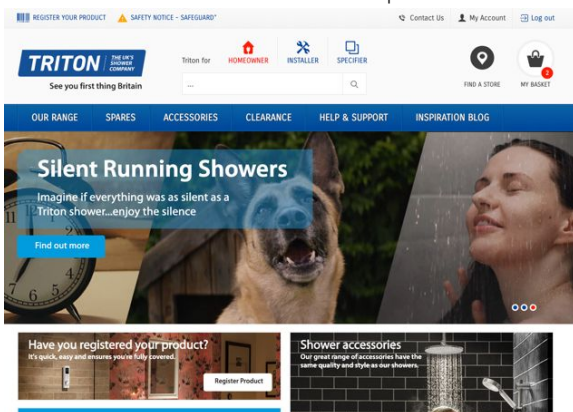
# Triton Showers - building their most profitable sales channel

## What did Triton Showers want to achieve?

Triton Showers are a manufacturer of showers and sell the majority of their showers at wholesale prices via major outlets such as B&Q, Wicks, Screwfix. They wanted to be able to sell-off returned/obsolete stock, accessories and spare parts without upsetting their major re-sellers and ensure that their new channel integrated with their existing legacy CRM, Sales and Inventory systems.

## How did Digica help Triton transform their online business?

Working with the Triton Digital Team, Digica developed a strategic approach, then scoped and designed a scalable platform that would deliver Triton's vision of an eCommerce platform that integrated with their legacy systems and did not cause conflict with their wholesale partners.



## What was our solution?

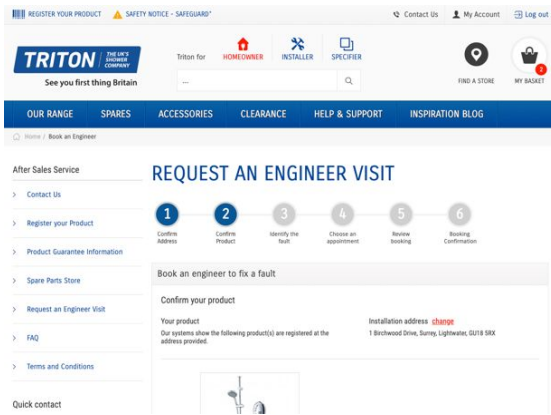
Digica have been working with the leading eCommerce platform (Adobe Magento) since 2014 and it is recognised by [Gartner as the leading eCommerce platform](#).

In consultation with the Triton IT team we decided to build the solution on a highly customised Magento open-source eCommerce platform that integrated into Triton's legacy inventory and CRM systems.

The platform enables Triton to sell direct via its own website or through its eBay and Amazon shops with inventory and sales being managed and collated within the central Magento platform and then being passed directly into Triton's CRM system for fulfilment.

Apart from the usual product and basket pages, the system features a lot of custom Magento build such as the 'Help Me Choose' and 'Book An Engineer' functionality which required a new API to be designed and built to interface with Triton's Engineer booking and logistics platform. Based on the proven success of the platform and Digica's on-going support over the past 10 years, we are in the Based on the proven success of the platform and Digica's on-going support over the past 10 years, we migrated from the Magento 1 platform to Magento 2 in 2019 with Triton Showers Ireland being the lead market and the more complex UK site followed in early 2020.

Would love to talk about your challenges and see if we could help you achieve your objectives. Feel free to get in touch:



## Why Triton Showers choose to work with DigiCA?

*“Triton Showers chose to work with DigiCA because they truly understand the digital space, makes it simple and easy to understand and always gives 110%.*

*DigiCA has been instrumental in driving our search engine dominance and moving our online presence from almost zero to being the leading shower website in the UK and Ireland.*

*In terms of online share of voice we are double our nearest shower manufacturer competitor. Søren is passionate about his work and pushes hard to deliver success for Triton. I would certainly recommend anyone to work with DigiCA – a great online partner.”*

Ian Brown, Digital Marketing Manager,  
Triton Shower

## What did we achieve?

Together with the Triton Digital team we have delivered a business transformation programme that has delivered Triton’s most profitable sales channel and it is now a major profit contributor to the company.

The Magento eCommerce platform seamlessly integrates with Triton’s many different and varied legacy systems making it easy to use and administer.

The site ranks higher in Google for key search terms than any of its manufacturing peers such as Grohe / Mira despite a very low media spend.

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