



## Outpacing the competition with superior e-commerce content management

### Vertiv trusts GfK Etilize as its global e-commerce partner

#### Meeting the accelerating demand for data

Vertiv (NYSE:VRT) is a global provider of critical digital infrastructure and continuity solutions for data centers, communications networks, and commercial and industry facilities.

The company is a trusted service provider for many Fortune 500 companies and businesses of every size, with industrial power and data center solutions in use at 750,000+ sites. Its offering includes a broad range of power, thermal, IT and edge infrastructure solutions in the Americas, EMEA and Asia Pacific.

Vertiv solutions and services enable its customers' vital applications to run continuously, perform optimally and grow with their business needs from the cloud to the edge of the network.

Vertiv's product solutions portfolio focuses on:

- Power solutions including uninterruptible power supplies (UPS), power distribution units (PDU) and rack power distribution units (rPDU)
- Thermal Management solutions specifically designed for the needs of critical digital equipment
- Infrastructure monitoring and management solutions
- IT racks, rack accessories and sensors
- IT management, including secure and desktop KVM switches, serial consoles, and server interface modules
- Service and support for Vertiv's portfolio of products

And includes some of the most respected brands in the industry including Avocent®, (networking and remote management), Geist™ (rack PDUs, monitors, sensors), and Liebert® (UPS, power and thermal).

*"We've taken control, elevated our brand and differentiated our digital product catalog by maximizing the GfK Etilize team's expertise. From starting with a tailor-made product selector solution designed to position Vertiv as a key competitor in our market, we have grown to trust GfK Etilize's content management service and have expanded our product listing footprint - globally. We rely on the accurate and comprehensive data their SpexAccess platform delivers to our retailers and resellers to position our products in the most advantageous light. Armed with accurate, up-to-date product attributes, gallery images, 3D-models and A+/enriched media, our customers can make informed purchase decisions. As a result, we've seen Vertiv's brand awareness, conversion rates and online sales of our integrated rack solutions portfolio improve considerably."*

**Christina Pageau**

Head of eCommerce Marketing - Global

## Superior product information maximizes e-commerce sales

Vertiv and GfK began working together six years ago with a clear goal of achieving market leader status in providing product information to support partner and customer decision-making. Using GfK Etilize, Vertiv provides accurate and continually updated product data to its distributors, resellers, industrial suppliers and retailers in the Americas, Europe, Middle East, Africa, Southeast Asia, Australia and New Zealand. This means that the attributes, images, rich media (including 3D renderings and AR) related to every Vertiv product are shown at their best, resulting in higher conversion rates across all sales channels.

Example of a real-time Vertiv product listings via the GfK Etilize solution: Vertiv™ Liebert® GXT5 Lithium Ion UPS – [GXT5LI-1500LVRT2UXL](#).

In addition to using GfK Etilize’s product content management and syndication, Vertiv also commissioned GfK to build a custom Product Selector solution for their website, with the ability to be placed on retailer/reseller websites, allowing customers to make more informed purchases. Once embedded in the US market, it quickly expanded to be in use globally and allowed Vertiv to supersede the previous market leader in product information availability.

Today, Vertiv is a full e-commerce partner, with GfK handling primary content management and syndication. Fully optimized Vertiv product listings through Etilize have garnered millions of views across thousands of sites, supporting millions in sales revenue and creating organic brand awareness opportunities.

## SKU insight at scale and in detail

The breadth and depth of the Etilize solution is vast. The database holds 6.5 million SKUs in the US alone, with 4,000 new additions daily. After receiving the latest product information direct from thousands of manufacturers, the detail on each is checked for accuracy using a combination of human expertise and the latest technology. Delivered direct to major channel partners and other organizations such as government agencies, the database is updated every 24 hours, providing sales catalogs that are always accurate with the vendor’s most recent information. Beyond the US, Etilize is available in 45 countries and in 70 languages, with customer support available 24/7.

## A strong partnership

Since working on their first custom project six years ago, today the two companies work closely together on both internal and external e-commerce processes and philosophies. Grounded in trust in the complete Etilize solution and the excellent customer service levels provided by GfK, this is a relationship set to continue long into the future.

### Facts & Figures

<b>Established</b>	1965 as Liebert, in 2000 as Emerson Network Power, in 2016 as Vertiv
<b>Global HQ</b>	Westerville, Ohio, USA
<b>Employees</b>	27,000
<b>Revenue</b>	\$5.7 billion USD (2022)
<b>Manufacturing Centers</b>	24
<b>Global Patents Issued</b>	2,740
<b>Website</b>	<a href="http://www.vertiv.com">www.vertiv.com</a>

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