

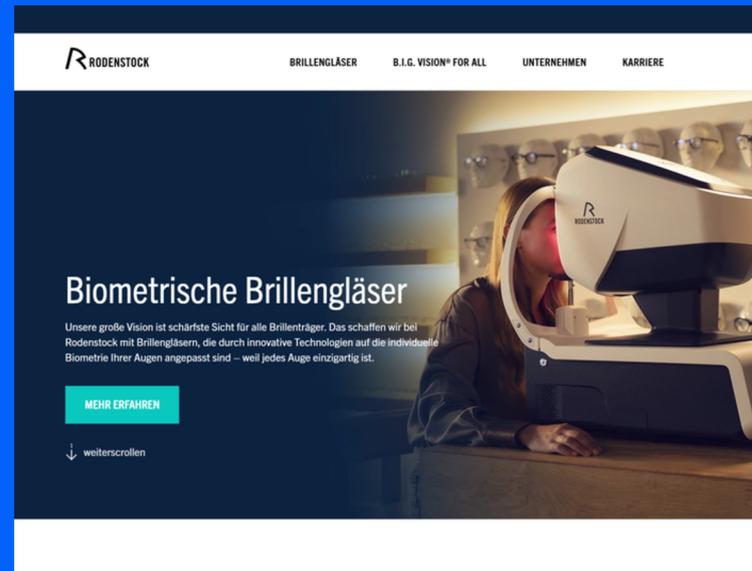
Digital Product Catalog that turns configuration into product-ready data

A CMS-enabled product catalog for quick updates and seamless handover from selection to product creation.



About Rodenstock

Rodenstock is a German medical technology company and a leading manufacturer of high-quality spectacle lenses, headquartered in Munich, Germany. Founded in 1877, the company is guided by the “B.I.G. VISION® FOR ALL” philosophy - using detailed eye measurements to create more individualised lenses. With a strong focus on R&D, Rodenstock highlights an extensive patent portfolio and continuous investment in lens technology innovation.



Healthcare /
Medical Technology



> 5.000
employees



International



3 Team
members



Next.js, Payload
& more

Challenge

- **Complex product** options and fast-changing inputs
- Configurations had to be **selectable, saveable, and transferable** into downstream product creation (incl. shop/system integration) to avoid manual re-entry and handover friction
- **Expertise gap** - required the right mix of modern web, headless CMS, UI architecture, and database expertise, plus delivery conditions suitable
- **Brand consistency** under iteration pressure

Solution

- Built the **DPC as a modern web application** using Next.js as the foundation for a production-grade React framework setup
- **Enabled CMS-driven configuration** with Payload (3.x) so content, images, and behavior-relevant configuration can be managed in a structured way
- Delivered a **themeable, reusable UI layer** with Chakra UI and a custom brand theme
- Used PostgreSQL as the data foundation for **structured catalog** and configuration data
- **Staffing the right experts** with the required stack experience and delivery discipline

Success Story

Rodenstock gained a digital catalog experience designed around a practical enterprise need: keep product options aligned while decisions evolve, and move from “selection” to “product creation” without losing context. Project stakeholders reported a smoother iteration loop (discuss → update → publish) and faster progress on UI and feature refinements—supported by a delivery setup that matched the required expertise.



“The Digital Product Catalog enables us to manage complex product configurations efficiently and transition them seamlessly into product selection and ordering. Together with Krusche & Company, we have built a flexible, brand-compliant solution that sustainably simplifies our digital processes and makes them scalable.”

Leo Schmid, Rodenstock

Why K&C?



Speed: Staffing the right experts quickly so projects don't stall when priorities shift.



German management: German-led delivery with a strong focus on quality, transparency and compliance expectations.



ISO-backed delivery discipline: ISO 27001 and ISO 9001 certifications for K&C's software services scope.

About Krusche & Company

With over 26 years of experience, Krusche & Company (K&C) is a leading IT outsourcing provider, specializing in web and cloud technologies. Our team of 180+ IT experts operates from six offices worldwide, delivering top-notch services in AI, UX/UI design, software development, cloud development, DevOps, quality assurance, agile project management, and cybersecurity.



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