**Redesign of the tde shop: With improved filter system faster to the right product**

**Network specialist tde makes online shop even more user-friendly**

**Dortmund/Germany, 12. July 2022. Even more user-friendly, even more structured, better performing and accessible with immediate effect: tde – trans data elektronik GmbH has redesigned and further optimised their B2B shop. At** [**https://shop.tde.de/en**](https://shop.tde.de/en) **customers can now find high-quality network components for high-availability applications easier and faster thanks to the fundamentally revised filter. To this purpose, the network specialist has simplified the menu navigation of the shop, which has a minimalist and responsive design, and made the filter option more functional. Another highlight: Unique in the industry, the integration of the intuitive fibre optic cable and splice box configurators with product visualisation allows all possible customer-specific configurations to be created plausibly and error-free. The shop is connected to the network expert's merchandise management system via the SAP interface. The tde shop will replace the product catalogue on the website.**

tde has revised their web shop to make it more user-friendly and optimised it for quick access. To make it even easier for customers to find suitable products in the future, the network expert has improved the filter function in particular: At <https://shop.tde.de/en>, users can access the central filter options "Systems" and "Categories" directly via the product menu with the structure of the product areas. In these options, users can filter directly according to categories or systems. Depending on the selected product, further filter criteria can be selected via the drop-down menu on the left. Along with this, tde has also optimised the search function: as soon as users enter their search term, the system displays suggestions for articles and systems.

tde has designed the respective product pages clearly and with high-quality visual material. "In the future, we will increasingly replace our visual material with 3-D animations that provide viewers with a photo-realistic representation of our products. In this way, we are also visually underlining our claim as an industry pioneer," says André Engel, Managing Director of tde.

Besides the user-friendly revision of their web shop, tde has also optimised the responsive display for the different mobile devices. In addition, the network expert has improved the design of the automatically generated emails after the order process.

After the order is placed, it is transferred via the SAP interface to the merchandise management system, which tde has linked to their web shop. The tde shop is available exclusively to commercial customers, associations, companies and public institutions.

*Seal of quality for secure online shopping*

tde has had its B-to-B shop certified by Trusted Shops according to carefully selected quality criteria and is now awarded the German seal of quality. In this way, the network specialist offers their customers a high level of security when shopping. Special features give users the opportunity to rate the shop itself as well as individual items and to compare products with each other.
**About tde – trans data elektronik GmbH**For more than 30 years the tde – trans data elektronik GmbH, an internationally successful company, has specialised in the development and production of scalable cabling systems for highest packing density. The nuclear research centre CERN relies on the know-how of the leading company in multi-fibre technics (MPO) as well. The company’s portfolio "Made in Germany" contains complete system solutions with a focus on plug-and-play for high speed applications in the field of datacom, telecom, industry, medical and defence. tde offers both planning and installation services through their own service department and supports the "European Code of Conduct" when it comes to energy efficiency in data centres. For more information, visit <https://www.tde.de/en/> or follow us on [LinkedIn](https://www.linkedin.com/company/tde-trans-data-elektronik-gmbh/), [Twitter](https://twitter.com/tdeConnect) and [Xing](https://www.xing.com/companies/tde-transdataelektronikgmbh/updates).

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