



# Metro’s Connected Product Catalog

For more than 80 years, Metro has been a global leader in storage and transport equipment for healthcare, foodservice, and commercial industries. With customers in over 30 countries and thousands of products, Metro needed a digital experience that could present its extensive catalog clearly, efficiently, and consistently across sectors.

## Reimagining Product Discovery at Global Scale

Metro’s existing catalog was detailed but fragmented. Specifications, product images, and documents were scattered across multiple repositories, making product discovery time-consuming. Customers often struggled to find compatible accessories or related solutions within a single session. Metro sought a centralized experience that could unify product data, simplify navigation, and deliver contextually relevant results.

### Building a Unified Product Ecosystem

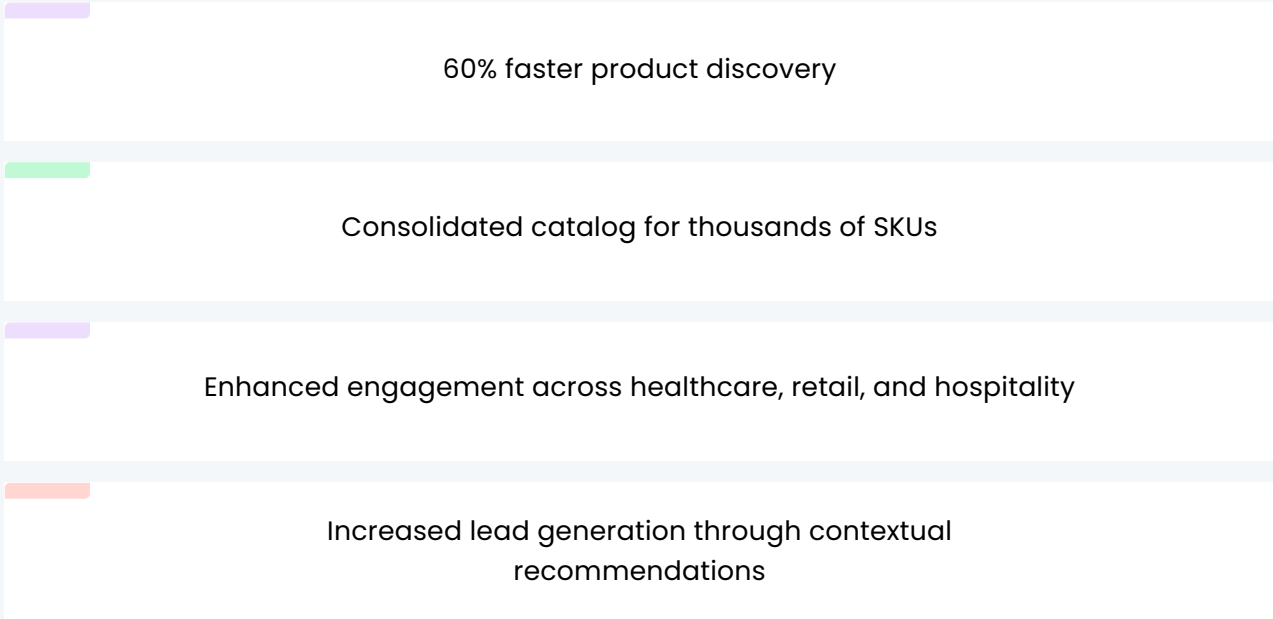
AAnubavam developed a multilingual product experience platform on Drupal, PHP, and MySQL. The solution centralized all product data, media, and documentation while enabling intuitive navigation for healthcare, hospitality, and retail users.

#### Key features included:

- **Unified product repository** with advanced filtering, specifications, and visual navigation.
- **Smart discovery tools** connecting related products, accessories, and compatible components.
- **Role-based personalization** tailoring views for different industry segments.
- **Localized interfaces** to support customers across multiple regions and languages.
- **Centralized content management** for consistent updates and global scalability.

## Impact

The new platform transformed Metro’s product catalog into a connected digital experience.



## Technology Foundation

Platform

Drupal 7, PHP, MySQL

Integrations

Product Database, Digital Asset Repository, Search API

Deployment

Cloud-hosted, multilingual infrastructure

## Outcome

Metro’s product showcase evolved from static pages into a dynamic, insight-driven platform that helps customers explore, compare, and discover products with ease.

“The platform doesn’t just display products; it connects ideas, industries, and innovation.”

