commercetools

Case Study

BRITA

International B2C and B2B commerce platform for water filtration products and subscription services

Company

BRITA, based in Germany, is a family-owned business specializing in optimizing tap water and creating water filtration products since 1966. They offer a wide range of products such as jugs, kettles, faucet filtration systems as well as coffee and other vending machines for both private households and businesses in more than 60 countries. The company has over 1,400 employees worldwide and had a revenue of €360m in 2014, 80% of which was generated in international markets.

Customers around the globe are now able to purchase BRITA water filters both online and from their favorite retailer. Aiming to deliver the best customer experience and increasing loyalty, BRITA offers customers a convenient access to the products through various subscription services.

> ❝ One of our goals was to approach new international markets whenever we want. With commercetools we were able to start several international online shops in no time. The shops are operated through one central platform, while the country-specific data for products, currencies and taxes is adaptable. That saved us a huge amount of time.
>
> — Andreas Bernt-Bärtl,
> Senior eMarketing Manager,
> BRITA

Challenge

Before building their new infrastructure with commercetools, BRITA only presented their products on their website, and sold their product through retailers. It was a strategic decision to enable online purchasing and establish direct relationships with their customers.

The company was looking for a reliable and scalable commerce solution allowing them to quickly move into new markets, supporting their various B2B and B2C models as well as subscription services, and enable seamless integration of third party solutions.

Solution

The flexibility and internationalization features of the commercetools platform are leveraged to build a global retail infrastructure, allowing BRITA to gain insights into the performance of each market and adapt their various online stores accordingly over a short period of time.

Centralized PIM: BRITA maintains catalog data for 25+ international markets with a centralized PIM supporting multiple locales and character sets. The company manages both B2C and B2B products and connected services from a single database.

External CRM: A specialized Customer Management solution makes sure that both the customers' data as well as their interactions with BRITA are adequately recorded and can be used to improve customer experience.

Business Intelligence: All data generated in the platform are stored centrally and feed a business intelligence suite which provides actionable insights into trends and customer movements in the form of reports and forecasts. The company can recognize potential for added value at an early stage and increase customer loyalty sustainably.

Media management and WCM: A media management solution as well as an external WCM are integrated to provide a streamlined customer experience for each individual target market. With this solution in place, BRITA can follow a global retail strategy without neglecting the culture-specific requirements of each market.

Subscriptions: Customized order and payment processes are implemented to support the various product subscription models and contracts BRITA offers their customers.

SaaS cost structure: Due to the simple cost structure of the commercetools platform, BRITA avoids large initial investments and significantly reduces TCO.

About commercetools

commercetools revolutionizes the enterprise commerce platform market by combining the flexibility of an on-premise solution with the speed of SaaS. Following a unique API-first approach that radically reduces complexity, the platform enables large businesses to deliver engaging shopping experiences across all channels and drive innovation.

Contact

Get more information on the commercetools platform in an personal consultation. We look forward to giving you a live demonstration and presenting you the unlimited possibilities based on customer references.

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