



Case Study Eurail.com

Eurail.com

Founded: 2006

Headquarters: Utrecht
(Netherlands)

Industry: Travel

Employees: 100

Revenue: 90 million EUR
(2017)

Partners: 



The company

Eurail.com is a fast-growing Dutch eCommerce company that sells train passes worldwide, allowing travelers to see all of Europe with a single pass. Eurail.com sells Interrail Passes to European citizens and Eurail Passes to non-European citizens.

The challenge

As an online pure player, Eurail.com interfaces with their consumers exclusively via their webshop(s) as well as e-mail and social media. This posed several challenges for the commerce transformation project. First, the websites had to be easy to navigate and user friendly for consumers while being easy for developers to use. Second, because several rail and ferry companies partner with Eurail.com, B2B interfaces were a high priority. But the biggest challenge was that the new CMS (Content Management System) had to be implemented during active operations with no site down-time.

The solution

Eurail.com opted for a hybrid approach to content and commerce; selecting the commercetools platform on the backend and Adobe Experience Manager (AEM) for content management on the front end. Because commercetools has an API-first architecture, it provides all the eCommerce capability Eurail.com requires while supporting their digital business strategy.

The result

The transformation from the existing to the new system took place incrementally in the background, without ever impacting the functionality of the website. Thanks to this flexible hybrid approach, the Eurail.com team can put content online and communicate across every retail channel quickly and without the help of an IT specialist. This enables Eurail.com to respond quickly and effectively to market trends, for example through incentives and offers.

