



Case study

PIM REWE - Delivery Service

REWE Group

Founded:	1927
Industry:	Food, Tourism
Sales:	EUR 51 billion
Employees:	330,000 worldwide

Executive Summary

The Company

The REWE Group is a purchasing cooperative based in Cologne. In order to meet current and future requirements and to bundle all strategic online activities, the spin-off company REWE digital has over 350 employees engaged in the digitization of the entire group.

The Challenge

The longer-term strategy of the company involves digitizing existing core competencies and thus increasing its competitive advantage. That is why REWE is currently focusing its efforts especially on the online food retail sector.

The Solution

REWE has chosen the commercetools platform, which comes with a lightweight integrated PIM. This PIM has been adapted to suit the relevant individual business processes by creating flexible microservices.

The Result

Already in productive use, the system indicates far greater stability and speed than the previous system and enables REWE to provide its customers with new features.