

Case study  
[www.bulls.de](http://www.bulls.de)

## ZEG

Founded:	1966
Industry:	Retail
Turnover:	€540m
Number of employees:	100

### Partners




## Executive Summary

### The company

ZEG connects roughly 1,000 owner managed bike stores in Germany and provides them with an online sales platform. The company also sells its own bike brands such as *BULLS*.

### The challenge

The company wanted to change to an adaptable, future proof omnichannel commerce platform to open up new business areas and support a Content Commerce strategy to create own inspiring brand shops.

### The solution

ZEG digitized its company processes in two development tracks: the commerce platform was realized step by step in track 1. Track 2 focuses on the web shops for their own brands, starting with *BULLS*.

### The result

While the commercetools cloud solution takes care of digital business infrastructure, ZEG can focus on its growth strategy. The highly integratable platform and also means short project time lines.