

Best of commercetools 2019



The eCommerce Solution for Innovators and Visionaries

Success is Defined by Our Customers

When our founders defined a vision of how commerce would look in the future, they saw the need for a modern, scalable cloud platform with an API first approach. But like with any vision, one needs to align it with reality from time to time. For commercetools, this reality check is the success and growth of our customers. We have a wide variety of clients from around the globe and from all industries – we could not be happier building the future of commerce together with them. This case book is meant to highlight some of these cases and to outline, what makes our customers and their projects special. We hope you will find those cases interesting and inspiring.

Please reach out to our team if you have any questions or require more insights.

What we do

Case Book



Life Sciences and Healthcare

In healthcare, digital solutions are the main drivers that allow for increased quality and efficiency. This transformation is visible in many areas, such as new forms of treatment and improved doctor-patient relationships. By using smart health monitors that collect personalized, real-time data, health care providers are revolutionizing access to health care for individuals and preventing illness. With the developments in telemedicine, it becomes easier to provide access to medicine to remote communities, and surgical robots enable more precise surgery, speeding up recovery time for patients.



Grand Beginnings – Grand Development – Grand Potential



As a global leader in optical retail, GrandVision has physical stores all over the globe and is the company behind various brands, including Pearle, Eye Wish, Apollo-Optik, and Vision Express. In most countries, it sells sunglasses, lenses, and other eye-related products through their websites. As a result, GrandVision operates across approximately sixty different websites, all based on their individual systems. Their challenge was to centralize these systems – not only to save on license costs but also to manage IT more efficiently.

Company & project setup

- Internationalization
- Consolidation
- Multi-Brand

What commercetools brought to the table

- Modular architecture
- Low TCO
- Integration with BloomReach DXP

“The API-first nature of commercetools’ eCommerce microservices platform is helping GrandVision to build a best-in-class, modular, cloud-native global omnichannel commerce proposition that can be scaled to 30 retail banners and 44 countries over the coming years. These “headless” microservices help GrandVision to decouple front-end customer presentation layer from back-end business logic in order to give our retail banners the freedom to create their own identity while keeping the back-end consistent for easy maintenance and scaling.”

– Kunal Mukherjee-Chakraborty, Group VP & Chief Digital Officer at GrandVision

High Tech and IT

In the age of digitalization, high tech and IT businesses aim to strengthen the performance of their AI and machine learning technologies so they can become more widely adopted in the mainstream business world. One of the pillars of this development is to access resources in the cloud: to be able to process the vast amounts of data that are needed to train algorithms and support machine learning. The use of efficient and secure cloud infrastructure is a key factor.



Smart Robots in the Cloud



Franka Emika is a young high tech company from Munich (Germany), specializing in robotics. They developed the self-learning and user-friendly light-weight robotic arm “Panda”, which can be trained to perform tasks in various contexts by adding new apps.

Company & project setup

- Innovative hardware and software
- Build a marketplace for apps which are needed to operate Panda
- Leverage external developers’ know-how to improve their platform

What commercetools brought to the table

- Cloud platform
- API-first platform
- Marketplace readiness

When a Messenger Turns into a Platform

The logo for 'scrappe!' is displayed in white lowercase letters on a green rectangular background.

scrappe! is a digital B2B marketplace for recyclable materials which manages the entire process from end-to-end. Negotiations take place directly in a whatsapp-like application and participants pay through a payment system complete with an escrow function. That way merchandisers can buy and sell securely and risk-free. scrappe! was the result of an innovation project by the recycling company ALBA Group.

Company & project setup

- Corporate startup
- Digitize B2B processes
- Mobile marketplace

What commercetools brought to the table

- Flexible APIs
- Headless platform
- Cloud solution

Manufacturing

The manufacturing industry is facing significant challenges. In the face of rapidly changing consumer tastes and faster innovation cycles, manufacturing needs to find new ways of adapting. This is the reason why the sector introduced digitalization aimed at interconnecting the real and the digital worlds by merging the internet of things with services. In what is often referred to as Industry 4.0, machines and workpieces are equipped with tiny sensors and computers. Everything will be networked so that the production machines can communicate with each other to decide what should be the next step in the production process.



Digital Support for a Successful Sales Model



Continuous business process optimization is a strategic pillar of the Geberit Group, a European market leader for sanitary products. In order to be true to this principle, they needed to break new digital ground in the area of product presentation. The key was to digitize their processes without changing their successful three-stage sales model or the established partner network.

Company & project setup

- B2B2C
- Product presentation
- Platform

What commercetools brought to the table

- API approach
- Sunrise Quickstart
- Auto-Scaling

“Naturally, high-quality data is nothing new for Geberit, but up to now we have not been able to use this data very efficiently. That has all changed now with the new multichannel platform and its consistent API approach. Now we can finally use our product data across all our digital channels.”

– Stefano Giacomello, IT Manager PDM, Sales & Marketing Applications at Geberit

Toys and Entertainment

For the content industry, ubiquitous connectivity also generates possibilities for new revenue streams, but at the same time calls into question the existing ones. As much as CDs were “eaten” by mp3s and digital downloads, those forms have now been replaced by streaming services. Similarly, television and the film industry are challenged by the way in which today’s audience is watching shows – on mobile devices, streamed to wherever they are, and in HD. The gaming industry also feels the need to digitize their processes: new games for gaming consoles and tablets can be found, bought, and paid for online.



Changing the Commerce Game



Wizards of the Coast, a Subsidiary of Hasbro Inc, has leveraged commercetools API technology to build the commerce functionality into Magic the Gathering Arena. This implementation is fully headless as the UI for the end user is the gameplay. Users can play the game for free but can accelerate gameplay and unlock exclusive items with the purchase of gems in the application.

Company & project setup

- Complete rebuild of the game
- First time that commerce functionality has been included through APIs
- Seamless purchasing process

What commercetools brought to the table

- .NET SDK which was used
- API-first platform
- Scalable cloud solution

From Brick and Mortar to B2C to B2B



Boxine is the company behind the “Toniebox”, an audio playback system for children. It can be activated by placing a figurine (a “Tonie”) on top of the device, which activates an audiobook involving this character. Sales of the Tonieboxes and their companion collectible figurines, Tonies® by Boxine are booming across Germany, Ireland, and the UK. In addition, companies such as Universal and Sony/Europe have also become partners. Opening an online B2B store was simply the next logical step.

Company & project setup

- Startup from Germany
- B2C and B2B audience
- Focus on customer experience

What commercetools brought to the table

- Headless platform
- Flexible APIs
- Cloud architecture

Consumer Electronics

The opportunity and the challenge for today's consumer electronics retailers is to continually excite as well as educate consumers – through both in-store and online showrooming that ultimately leads to a purchase. Those experiences also need to be scaled effectively. Before significant sporting events such as the Super Bowl and during major consumer shopping seasons like Christmas and Cyber Week, sales of electronic devices spike. It is crucial that the commerce platform in the background can handle the rapid and unpredictable spikes in website and app traffic.



Enter the World of Sound



Bang & Olufsen (B&O) is a manufacturer of high-end consumer electronics based in Denmark, producing audio equipment such as speakers and headphones as well as television sets.

Company & project setup

- Developing the company into a lifestyle brand
- Consolidate two websites (beoplay.com, bang-olufsen.com)
- Looking for high-end digital experience

What commercetools brought to the table

- API-first approach facilitating integration
- Headless platform
- Cloud architecture



“At Bang & Olufsen our core values are sound, design and craftsmanship and our website needs to reflect this. With the need to build a digital flagship store that is true to our brand but also performs at a high-level we went looking for a partner that matched our ambition with an approach built for rapid innovation and experimentation. Commercetools fits the bill perfectly.”

– Tomas Antvorskov Krag, Director E-Commerce at Bang & Olufsen

Publishing

The publishing industry is going through another major transformation – nearly equal to the industry shake up after the invention of the printing press. Not only does the product change – these days texts and literature are available via paper books, ebooks, websites, etc. – but the whole distribution system is digitized. Today, millions of books can be searched and bought online.



Pioneering eCommerce Migration for Publishers



C.H.Beck is a traditional publisher from Munich, Germany. The business, which is still family-owned, was founded in 1763 and specializes in literature for law and tax as well as fiction. The challenge of the project was to handle the vast product catalog and make it accessible online.

Company & project setup

- Replace 15-year-old software, self-built for their commerce operations
- Need to handle a large number of products
- Move to a modern, microservice, and cloud-based architecture

What commercetools brought to the table

- Headless commerce platform with a flexible commerce API
- Ability to model the complex data
- Auto-scaling functionality designed to handle approximately 14 million products and categories

Setting course for the Future of Books



World of Books was founded in the United Kingdom about ten years ago. The company purchases unsold inventory of used books from UK charity shops and resells them via their World of Books websites as well as various 3rd party marketplaces such as Amazon.com. The company purchases books in bulk, paying by tonnage rather than for individual titles.

Company & project setup

- Different international websites
- Migration from a legacy on-premise platform
- Millions of SKUs

What commercetools brought to the table

- API-first architecture
- Flexible data model
- Scalable cloud solution

Automotive and Transportation

In the automotive industry, new business models and income streams are opening up as the industry moves beyond hardware production. Auto manufacturers and related transportation companies are looking to deliver mobility services and unified experiences along the entire customer journey in the future. The industry is changing many of its traditional approaches from configuring new cars, searching for used ones, offering payment and warranty services to providing personalized offerings for spare parts and accessories.



E-Compreneuership – Traveling in the Fast eCommerce Lane



Audi is a German manufacturer that designs, engineers, and distributes luxury cars and is a member of the Volkswagen Group. For the Function-on-Demand service of their latest innovation to the fully electric SUV e-tron, the company needed an API-first platform to manage commerce transactions.

Company & project setup

- Electric cars with additional services
- Handling products and orders on a cloud-based platform
- Integrating connected vehicles

What commercetools brought to the table

- Headless commerce platform
- Out-of-the-box scalability
- API-first approach



“Customers increasingly value simplicity and convenience in our offerings. With commercetools’ platform technology, we are able to focus on our customers and deliver unique retail experiences.

commercetools’ technology aligns perfectly with our digital strategy at Audi. For a big company like Audi, commercetools adds value by redefining the development process of products and services. Speed, flexibility and sustainability are key ingredients when it comes to product development.”

– Said Bük, Project Manager Digital Business at AUDI AG

Grocery & Beverages

The grocery and beverages industries are going through a transformative stage. Customers love the idea of saving time, not having to go to the supermarket, but instead logging on to a website or an app to buy their vegetables, cereals, and ice-cream online. Plus, what could be more convenient than having heavy items such as crates of drinks delivered to one's doorstep instead of carrying it yourself? Also in B2B, digital sourcing processes become more and more critical, sometimes making ordering new ingredients as easy as talking to a voice-enabled assistant.



Create the Moments that Matter



Dawn Foods offers a complete portfolio of bakery products ranging from raw ingredients to finished products. It was founded in 1920 in Jackson, USA and today have more than 4,000 products around the world. The challenge was to digitalize the process of ordering supplies and products for B2B and B2C customers.

Company & project setup

- Operates in all regions of the world, having a B2B and B2C audience
- Manufacturer and wholesale distributor of bakery supplies
- Aim at building a digital bakery business platform

What commercetools brought to the table

- Cloud-based commerce platform
- Flexible API
- Resilience & performance

Shopping with Head Chef Google



REWE is the second largest supermarket chain in Germany, with more than 3,300 stores. It was founded in 1927 in Cologne and today is part of the REWE Group, which is active in the grocery, tourism, and DIY industries. The challenge for REWE is to deliver a scalable platform for their online grocery business, including a marketplace approach where products are also being delivered by third parties.

Company & project setup

- The supermarket chain has founded “rewe digital” as its own technology supplier
- With 40+ cross-functional teams, the company builds the infrastructure for their online grocery retail section
- Agile methodology, microservices architecture

What commercetools brought to the table

- Cloud-based platform
- Headless approach
- Flexible commerce API

Fashion

When it comes to customer expectations, fashion is one of the most challenging industries to operate in. Customers no longer want to just buy fashion products. Instead, they want to interact with the brands whose products they are buying. They value the opinion of influencers and care about how they look in public and on social media. This is why all major fashion brands and retailers are constantly trying to deliver best-in-class shopping experiences, both in the online and offline world, and leverage the opportunities that those new channels provide.



From Releasing New Software once a Month to a New Release Every Day

EXPRESS

Express Inc. is an American fashion retailer focusing on denim apparel for young men and women which was founded in 1980. It is headquartered in Columbus, Ohio, and has more than 600 stores in the United States and in Puerto Rico. It also runs an online commerce business. The organization was looking to replace its legacy commerce platform and invest in a modern, cloud-based solution to increase agility.

Company & project setup

- Mobile
- Customer Experience
- APIs

What commercetools brought to the table

- Headless platform
- Microservices
- Integration with Adobe Experience Cloud

Make our Content Better with Commerce

HIGHSNOBIETY

Highsnobiety is a media platform on streetwear, fashion, and culture, created about 14 years ago as a “passion blog”. So far, Highsnobiety has only worked in brand partnerships or brand collaborations, also including affiliate marketing campaigns. With nine million unique visitors a month, the lifestyle publication is about to step forward with the launch of its eCommerce website. As primarily a lifestyle blog, the company wanted to ensure a true fusion of content and e-commerce in an innovative way.

Company & project setup

- First eCommerce experience
- Flash sales
- Storytelling & brands content

What commercetools brought to the table

- API approach
- Microservices architecture
- Peak capabilities

What they are saying

Innovators and Visionaries





C.H.BECK
LITERATUR · SACHBUCH · WISSENSCHAFT

“After about 15 years of development, our eCommerce platform was somewhat outdated and additional developments were increasingly tedious and costly. Beyond that, we wanted to use more standard technologies to better benefit from market developments.”

– Patrik Holtz, eCommerce Manager at C.H.BECK



“In commercetools, we have found a solution based primarily on a microservice API architecture, which fit perfectly with our development skill set and methodology.”

– Benjamin Edwards, Head of IT at World of Books Group



EXPRESS

“The commercetools microservices, API and headless approach makes us faster. We can proof-of-concept and pilot things faster. We went from releasing updates every 2-3 months to multiple releases a week. This helps us meet the needs of the business and keep up with market demands.”

– Brendan Gualdoni, VP of Enterprise Architecture, Commerce and Integration at EXPRESS



HIGHSNOBIETY

“Commerce has long been a demand from Highsnobiety’s audience, who want to connect with the products they are reading in our magazine, on our website, and social channels.”

– Max Berger, Managing Director Commerce at Highsnobiety



HIGHSNOBIETY

“When we selected our platform, we really looked at how we could merge eCommerce & content with the technology that commercetools provides. We wanted a strong back end to scale our business.”

– Laura Mehler, VP Strategy & Operations, Commerce at Highsnobiety

Thanks to all the Innovators and Visionaries from across the globe, customers and partners, that trust commercetools to power their digital commerce business.

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