



Best of commercetools 2020

Challenge and change
**the world of
eCommerce
software**



Intro

The year 2020 was definitely different than expected, with occurrences around the globe changing the world as we know it. Some industries experienced major slowdowns or setbacks, while others accelerated business by quickly creating new products and services that would meet new demands. Commerce technology, for example, showed two years' worth of growth in only two months. As a forward-thinking company, commercetools played a big role in responding to the quick shift of the market by innovating and introducing solutions to tackle new obstacles in real-time. To further validate our flexible, modern commerce approach, commercetools was named a “Leader” in the 2020 Gartner Magic Quadrant for Digital Commerce and in The Forrester Wave™: B2C Commerce Suites, Q2 2020 report, as well as a “Strong Performer” in The Forrester Wave™: B2B Commerce Suites, Q2 2020 report.

We wouldn't be here, though, if it weren't for our partners and customers. Our biggest highlights this year come from working with an incredible network of esteemed partners, helping our innovative customers achieve successful project launches, and seeing their online sales thrive as a result. We are so proud that we created this booklet to give you a small insight into some customer use cases and their unique projects. If you find them interesting and inspiring, make sure to reach out to us for more.



What we do


Product Highlights

Kelly Goetsch, Chief Product Officer



While large swaths of the world were shut down, the commercetools product team not only survived but thrived in the face of adversity; supporting our vision of democratizing technology by becoming the #1 enterprise commerce platform on the market.


Our team grew nearly 20% over the course of 2020. We established a full US development team based out of Durham, North Carolina to support our 16 Europe-based product teams. Our flexible work culture that is made for remote working goes hand-in-hand with our modern platform – we're able to support customers, partners and employees whenever and wherever they are. This year's pandemic has highlighted that we're a step ahead in this regard.



In addition to growing the team, we made hundreds of releases in 2020, both big and small. We have the highest GraphQL coverage of any commerce platform by far, built on to the “store” concept, enhanced permissions and added PIM search and hundreds of usability improvements to the Merchant Center business tooling. We also made it easier to import data by building a new API and focused on underlying scalability and security. On top of that, our own [Christoph Neijenhuis was granted](#) a patent for inventing the ability to inject serverless functions into our platform, which is a defining feature of our platform. We’ve had a busy year!

As we look forward to 2021, we will continue to grow the team. At our current rate, we should almost double in size. We also plan to add a second full-stack development team in the US in an effort to further scale up and scale out. Feature-wise, 2021 will move GraphQL out of beta and will see continued investment in both B2C and B2B capabilities, as well as platform stability and security. Beyond that, we’ll focus on the completion of our stores’ functionality, and further improve integrations and extensibility. Finally, we’re looking forward to moving into our all-new Berlin development office, which is more than twice the size of the current office and has space for many more commercetoolers.

With an amazing product and team, we are well-positioned to have an even better 2021, enabling us to realize our goal of creating a commerce technology that is accessible for everyone, as well as emerging as the #1 commerce platform there is.





What we do

Commerce Possibilities



Beauty and Health

Over the last few years, the beauty and cosmetics industry has experienced tremendous growth. It has also undergone a major shift from brick-and-mortar stores to online businesses. Part of that is in response to the modern consumer's demand for digital experiences. New-age shoppers prefer online experiences that are almost the same as "real-life," but with even more convenience when it comes to time management, peer reviews and product recommendations. The other reason brands and retailers are shifting online is because they can seamlessly integrate content and eCommerce to deliver more personalized customer experiences.



flaconi



“By combining the software solutions from commercetools and Frontastic, we aim to drastically reduce the time to market for new functions [...] and sustainably increase the productivity of our tech team.”

– Sven Rosemann, Director Technology at Flaconi

Flaconi

The scent of a future-proof commerce solution

Flaconi is the largest online pure player for beauty products in Germany, headquartered in Berlin. The online shop's comprehensive portfolio consists of over 720 international brands and 45,000 products, covering all product segments from drugstore to natural cosmetics and premium. Founded in 2011, today Flaconi counts over 400 employees, has won numerous awards and is represented in Germany, Austria and Poland.

Company & project setup

- Online pure player for beauty and cosmetics
- Seamless integration into existing architecture
- Consolidation

What commercetools brought to the table

- Microservices-based architecture
- Basis for global expansion
- Highly scalable cloud-native platform



Boots



Boots

Pharmacist companion: Healthcare on the go

Boots UK Limited, commonly known as Boots, is a health and beauty retailer and pharmacy chain in the United Kingdom, Ireland, Italy, Norway, the Netherlands and Thailand. The parent company, The Boots Company plc, merged with Alliance UniChem in 2006 to form Alliance Boots.

Company & project setup

- Pharmacy-led retailer for health and beauty
- API-first approach
- Customer experience

What commercetools brought to the table

- Headless commerce platform
- Flexible API-based architecture
- Highly scalable cloud-native platform



Food and Grocery

Speed, convenience and agility are top of the menu when it comes to food and grocery industry trends. With extensive product catalogs and a growing need for multiple customer touchpoints and differentiating experiences, food and grocery retailers must be more agile than ever. The challenge for grocery retailers is to create online offerings that add tangible benefits to in-store sales beyond the delivery service, such as expanded assortments, exclusive offers or regular discount campaigns. To innovate and scale, they need the most modern commerce platform – one that understands that presentation, product details and convenience are everything.





Danone

Dairy Direct-2-Consumer

Danone is a French multinational food products corporation based in Paris. The world-leading food company's portfolio includes brands present worldwide. In 2020, they launched [C&G baby club](#) in the UK, [C&G Happy Kids](#) in Hong Kong, the German branches [Milupa](#) and [Aptaclub](#), as well as [Ilkadiamlarim](#) and [Mutlu Bebekler](#) in Turkey.

Company & project setup

- Multi-brand food corporation
- Localized projects
- Direct-2-Consumer

What commercetools brought to the table

- Headless commerce architecture
- Highly scalable cloud-native platform
- Flexible data model





Wawa

Digitizing convenience both online and offline

Wawa, Inc. is an American chain of convenience stores and gas stations located along the US East Coast, operating in Pennsylvania, New Jersey, Delaware, Maryland, Virginia, Washington D.C., and Florida. As of 2008, Wawa was the largest convenience store chain in Greater Philadelphia, and it is also the third-largest retailer of food there.

Company & project setup

- Retail chain of convenience stores and gas stations
- In-store kiosk ordering system
- Integration with kitchen systems and POS

What commercetools brought to the table

- Microservices-based architecture
- Cloud-based platform



Automotive and Mobility

The automotive industry is in a state of rapid transformation as changes in customer behavior and new technology have led to a shift from hardware production to a focus on digital services. Consumers expect seamless experiences connecting the digital and the physical world, and personal mobility is no exception. While consumers are increasingly more open to buying cars and parts online, car manufacturers are focusing on delivering Direct-2-Consumer mobility services and unified experiences along the entire customer journey. Key to making these mobility concepts a reality is a flexible cloud-based infrastructure to deliver new services.





“The Audi Commerce Platform has been built with three core values in its DNA: speed, adaptiveness and effectiveness. With commercetools as the backbone for our platform, we were able to build a scalable, global commerce infrastructure aligned with our values. As a result, we can now leverage new e-commerce business models at Audi in only a few weeks.”

– Henning Henningsen, Chief Product Owner Audi Commerce Platform at Audi AG

Audi AG

Function on demand

German car manufacturer Audi not only designs, engineers and distributes luxury cars, but is also a leader in the field of connected cars. For its function on demand service, i.e. for the fully electric e-tron models, the company opted for an API-first platform to manage commerce transactions and thus redefines mobility.

Company & project setup

- Digital platform to provide additional services
- Cloud-based platform to handle products and orders
- Integration of connected vehicles

What commercetools brought to the table

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



CAZOO

**CAN YOU
BUY A
USED CAR
WITHOUT
LEAVING
THE SOFA?
CAZOO
YEAH!**



BUY ONLINE.
WE'LL DELIVER IT.
LOVE IT OR WE'LL COLLECT IT.

CAZOO

PARK GARAGE

Cazoo

A serverless unicorn: The online car dealership

The digital car dealer Cazoo is transforming the way people buy used cars by making the purchase simple and seamless. In addition to home delivery within 72 hours, Cazoo is developing sites as local distribution hubs to give customers the option of collection, as well as service centers to handle all of its vehicle servicing needs.

Company & project setup

- Used car platform
- Greenfield eCommerce project
- 100% serverless

What commercetools brought to the table

- Multi-payment options for a single order
- Highly scalable cloud-native platform
- Bundling of products and services





“It was particularly important to us that the system can be customized to meet the requirements of different sales organizations.”

– Christoph F. Moeller, Head Digital Commerce at Volkswagen AG

Volkswagen Group

Centralized and digitized: The future of mobility

Volkswagen AG based in Wolfsburg, Germany, is one of the world's leading manufacturers of automobiles and commercial vehicles. In the future, purchases from Volkswagen and other Group car brands will be able to be processed via a central eCommerce solution, from hubcaps to warehouse and ordering vehicles to digital services.

Company & project setup

- Volkswagen Car.Software Organisation
- Group-wide digital platform for multiple brands
- Localized digital experience

What commercetools brought to the table

- Commerce functionality
- Microservices-based architecture
- Data consolidation for multiple sales operations



Fashion and Luxury

Fashion is one of the most digitally mature commerce industries and one of the largest B2C market segments. Partly due to the impact of the 2020 global pandemic, having just a web presence is not enough anymore. Consumers expect a full shopping experience: They want to communicate, engage with and influence brands. Retailers, therefore, have more opportunities to engage with customers but need the right technology to do so.





“We were particularly impressed by the close cooperation with commercetools product managers. All questions could be answered immediately and conveniently in a personal conversation – instead of leafing through documentation and searching for answers in forums [...]”

– Ludwig Wurlitzer, Co-Founder and CPO at CHRONEXT

Chronext

It's a match: Analogue meets digital

Rarely has a start-up disrupted the finely adjusted world of brands, such as Rolex or Breitling, and luxury jewelers, such as Bucherer or Wempe, as Chronext. Since its launch in 2015 Chronext, is one of the most innovative eCommerce players, offering over 7,000 luxury watches – both new and “Certified Pre-Owned” – on its online shop.

Company & project setup

- Global commerce platform for buying and selling luxury watches (rebuild)
- Rapid international expansion
- Omnichannel commerce

What commercetools brought to the table

- Headless commerce platform
- Speed-up of loading times
- Renewed product search with faceted navigation
- Auto-scalability





66°North

Indoor experience, outdoor clothing

No compromise – that is not only the motto when it comes to the functional outdoor clothing 66°North offers, but also to their eCommerce system. The successful collaboration with the Icelandic search and rescue team since 1928 traces the evolution of outdoor clothing; from anoraks made from oil-borne canvas to the award-winning Snaefell Jacket, made with revolutionary synthetic materials. Time to take eCommerce to a new quality level, too.

Company & project setup

- Global fashion brand
- Online and in-store digital commerce
- Become a global player

What commercetools brought to the table

- Flexible API-based architecture
- Headless commerce platform
- Highly scalable cloud-native platform





ModCloth

“With the re-platform, we reduced our time to market dramatically while improving overall operational efficiency, moving from intermittent code releases to three to four releases a month. In the fashion tech business, we believe technology should enable and not prohibit, and that drove the switch.”

– Thoryn Stephens, CTO and partner at Go Global Retail (parent of ModCloth)

ModCloth

Vintage clothing meets modern commerce

ModCloth is an American online retailer of indie and vintage-inspired women's clothing. Since ModCloth's breakout in 2002, the indie brand has championed a vintage, feminine and fun fashion aesthetic.

Company & project setup

- Online retailer of women's clothing
- Online pure-player
- Brand new eCommerce experience

What commercetools brought to the table

- Flexibility enabling real-time changes
- Agile commerce technology
- Brand new eCommerce experience



B2B

The nature of today's business-to-business buyers and their expectations of working with suppliers and partners has fundamentally changed. For a commerce strategy to be successful in the long term, B2B suppliers must deliver the content, features and experiences that their buyers enjoy from their daily lives as B2C consumers. While B2B enterprises traditionally prioritized the negotiation of large contracts with the purchasing department or executive management, they must nowadays automate processes in order to implement and benefit from an end-to-end approach for all buyers. The challenge for retailers is to merge their portfolio, content and technology into a digital ecosystem that grows with new requirements.





“Together, commercetools, Contentstack and EPAM created a top-notch technology experience for our customers that gives them a comprehensive, personalized digital experience that’s easy to navigate and will give valuable time back to their day, so they can focus on what they do best: running their business.”

– Gireesh Sahukar, Senior Director Digital Technology at Dawn Foods

Dawn Foods

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, Michigan, the US and today has 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

- Manufacturer and wholesale distributor of bakery supplies
- Global B2B and B2C audience
- Digital bakery business platform

What commercetools brought to the table

- Highly scalable cloud-native platform
- Flexible API-based architecture
- Resilience & performance





"With rapid changes in the food delivery market we needed a platform that can scale with us to even better support the needs of our partner restaurants. As a headless platform, commercetools gives us the flexibility, scalability and speed to support our ambitions."

– Rick Koopman Team Lead Ecommerce at Takeaway.com

Takeaway.com

Behind the scenes commerce

Takeaway.com specializes in online food ordering and home delivery. The Dutch dot-com company is an intermediary online portal between the customer and the restaurants, where customers can order food online from restaurants' menus, and have it delivered by the restaurants directly to their homes.

Company & project setup

- Online food delivery service
- B2B Marketplace for food and non-food products
- Seamless purchasing process

What commercetools brought to the table

- Flexible API-based architecture
- Europe-wide multi-brand presence
- Highly scalable cloud-native platform





“There is always a tradeoff we need to make to keep it simpler but not alienate our colleagues and customers too much.”

– Rene van Gelderen, Corporate IT Director at B&S International

B&S

Fast-moving consumer experience

B&S International B.V. is an international wholesaler and distributor of fast-moving consumer goods ranging from food and beverage, electronics, luxury goods and other markets, to over 100 countries worldwide. Their legacy commerce technology did not reflect their unique eCommerce approach and could not keep up with their growth.

Company & project setup

- International wholesaler and distributor for FMCG
- In-house development
- Multiple projects

What commercetools brought to the table

- Modern commerce ecosystems
- Headless commerce platform
- Highly scalable cloud-native platform





“Thanks to headless, we were able to launch two massive projects in the span of about four to five weeks, something we would not have been able to accomplish with our legacy platform.”

– Jim Sokoloff, VP, Platform, Logistics Optimisation and Operation at Cimpress (parent company of Vistaprint)

Vistaprint

Empowering people to make an impression

Vistaprint, a Cimpress company, helps small business owners create expertly designed, up-to-date custom marketing – the assortment of products they need to look and feel professional, prepared and plugged in. Vistaprint needed a cloud-native platform that could scale and handle the increase in traffic that came as a result of their global rollout. And to support this, the platform had to be able to integrate with multiple customized store-fronts.

Company & project setup

- Online for printing
- Mass Customization Platform
- Global, multi-brand eCommerce

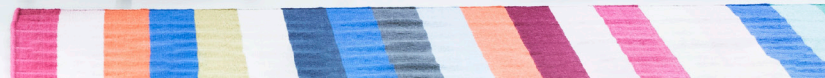
What commercetools brought to the table

- Headless commerce platform
- Flexible API-based architecture
- Highly scalable cloud-native platform



Home and Living

While furniture and home goods were traditionally bought in person at brick-and-mortar stores, now the furniture and homewares industry is seeing tremendous growth online, with D2C being the fastest growing market worldwide. Particularly when it comes to millennials, shopping online and via mobile devices has become the norm, and retailers want to provide the convenience their customers expect. In the Home and Living industry, the majority of buyers start their process by researching online, then buying the products offline. Businesses, therefore, benefit from an omnichannel approach that seamlessly connects offline and online touchpoints.



BOLTZE
Home Collections



Boltze

Rethinking B2B: Tools to help customers grow

Boltze has been a reliable wholesaler for home accessories and gift items for more than 50 years, working with numerous suppliers from around the world. The company's success is based on direct and partnership-based relationships with staff members, suppliers and customers alike.

Company & project setup

- B2B wholesalers for home accessories and gift products
- Multifunctional retailer shop
- Custom applications

What commercetools brought to the table

- B2B eCommerce solution
- Maximum flexibility for real-time changes
- Seamless and accessible shopping experience



RH



RH

Reimagine your eCommerce: Reimagine your home

Formerly known as “Restoration Hardware” is a curator of design, taste and style in the luxury lifestyle market, offering furniture, lighting, textiles, rugs, bathware, decor and outdoor, as well as baby & child and teen products. RH has galleries and outlets throughout the US and Canada, while source books and websites serve as virtual extensions and compelling tours of the brand.

Company & project setup

- Luxury home-furnishing company
- Galleries, outlet stores and online commerce
- Replatforming from legacy monolithic system

What commercetools brought to the table

- Highly scalable cloud-native platform
- Flexible API-based architecture
- Headless commerce platform



Retail

eCommerce has taken on a significant role in retail, and its influence is only expected to grow, with retailers selling not just products but experiences. Consumers are increasingly looking for augmented shopping experiences such as virtual fitting rooms, personalized shopping experiences, contactless or do-it-yourself options, and alternative ways to shop. With brand loyalty decreasing in importance, retailers must find new ways to set themselves apart – and deliver inspiring experiences across channels.





“John Lewis is supercharging its investment in online to adapt to changes in consumer behaviour. Our partnership with commercetools forms part of this.”

– Mike Sackman, Chief Information Officer at John Lewis Partnership

John Lewis Partnership

Preserving heritage with the future in mind

John Lewis Partnership is a chain of high-end department stores operating throughout the United Kingdom. The company began trading over 150 years ago in 1864 on London's Oxford Street, and is a leading omnichannel retailer in the UK with 50 JL & Partners shops and a growing online business. They also offer a range of financial products from Home Insurance, Foreign Currency and credit cards.

Company & project setup

- High-end department stores
- Omni-channel retailer
- Extremely broad product and service portfolio

What commercetools brought to the table

- Flexible API-based architecture
- Out-of-the-box scalability supporting peak demand
- Agility to realize value early and often



Customer service



Fitting rooms >

< Fitting rooms

Welcome to

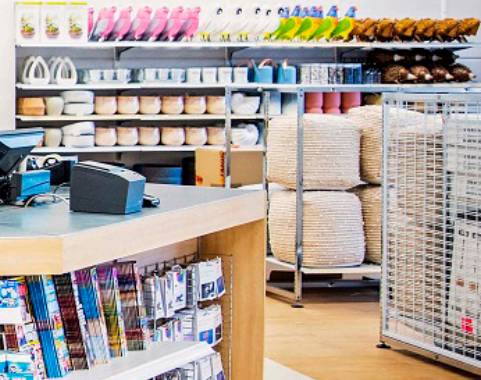


Collect your online orders here for



Coming soon

Target Gift & Collect at K hub



Kmart

A modern hybrid: Building and integrating

Kmart Corporation opened Australia's first discount department store in Burwood, Victoria in 1969. It was the beginning of a proud Aussie icon that has revolutionized the way Australians and New Zealanders shop. Today, Kmart has more than 200 stores across Australia and New Zealand and is recognized as one of the most profitable discount department stores in Australia.

Company & project setup

- Retail chain for consumer goods
- Hybrid of custom services built in-house, and solutions from best-of-breed partners

What commercetools brought to the table

- MACH-based architecture
- Merchant Center, carts/orders management
- Highly scalable cloud-native platform



What they are saying

Analyst Recognition 2020

Gartner®

Leader!

commercetools was named a “Leader” in the 2020 Gartner Magic Quadrant for Digital Commerce. A platform for both B2C and B2B eCommerce innovations, commercetools was evaluated for completeness of vision and ability to execute. commercetools explains that it is built for speed and flexibility in digital commerce.

– Gartner, “Magic Quadrant for Digital Commerce,” Christina Klock, Sandy Shen, et al., 18 March 2020



Leader!

commercetools was named a “Leader” in B2C commerce in The Forrester Wave™: B2C Commerce Suites, Q2 2020 report. Forrester describes commercetools as *“new-school commerce tech”* for the *“digitally mature,”* saying that the company’s set up of developer-friendly APIs backed by cloud-native microservices in a multi-tenant architecture *“gives it the distinct advantage of being version-less and highly elastic at unprecedented cost efficiency.”*

– The Forrester Wave™: B2C Commerce Suites, Q2 2020 report; Forrester Research, Inc.

Strong Performer!

commercetools was ranked as a “Strong Performer” in B2B commerce in The Forrester Wave™: B2B Commerce Suites, Q2 2020 report, receiving top 5/5 scores in the promotions, platform architecture, product vision and roadmap, and delivery model criteria.

– The Forrester Wave(™): B2B Commerce Suites, Q2 2020 report; Forrester Research, Inc.

What they are saying

World-Class Partners

"commercetools is at the forefront of driving the modern architecture. Using their highly scalable platform enables us to build commerce solutions for our customers that accelerate time to market, deliver immediate value and improve agility."

– Matt Bradbeer, Director Client Partner at EPAM



"The commercetools platform integrates with everything because any operation against it can be done via its API. On top of that, it's offered as a managed service, which means that we can focus on creating the user experiences and the necessary integrations instead of 'platform hygiene'."

– Michiel Tielemans, Commercial Director at Lab Digital

"In the last few years, we have been approached by several fast-moving, rapid-growing customers with high demand on scalability and flexibility. commercetools fits that target group perfectly and together [...] we can deliver a complete solution well-suited for their needs."

– Kristian Hagset, Chief Growth Officer at Avensia



"commercetools builds amazing technology. DMI provides deep commerce experience and commercetools-specific implementation expertise. Together, we provide best-of-breed solutions that our customers need now more than ever."

– Marc Irish, President Digital Commerce Solutions at DMI

"Since 2016, we have been relying on commercetools in our projects because it is extremely important, especially in eCommerce, that retailers, manufacturers and publishers can respond promptly to rapid changes in the market."

– Christian Otto Grötsch, Founder and Managing Director at dotSource





"commercetools is the only technology that is truly microservice-based. With the possibility of lean, fast entry projects and attractive pricing models, there is a wide range of possible applications. [...] Working with commercetools is extremely popular with our developers; there is a steep learning curve and fast productivity."

– Michael Sommer, Director Partner Management at diconium

"At present and ongoing, commercetools is the core of adesso best-of-breed commerce solutions – highly focusing on USP generation for our customers."

– Robert Queck, Leiter Competence Center at adesso



"With more and more clients looking for (and needing) a composable architecture to create a seamless journey across digital and physical touchpoints, we see its [commercetools] role increasing year-on-year."

– Pascal Lagarde, VP Commerce at Valtech

2020 Walk-Through Milestones





ALLIANCE

“Future-proof enterprise technology and propel current and future digital experiences”

commercetools, Contentstack, EPAM Systems (NYSE: EPAM) and Valtech introduce and officially launch the MACH Alliance, a group of independent, future-thinking tech companies dedicated to advocating for open, best-of-breed technology ecosystems. After only a few months, the number of members rose to 17.

“The goal of the MACH Alliance is to drive awareness for the benefits of modern software ecosystems that provide the flexibility and openness that traditional software suites were not designed with.”

– Matthew Baier, Advisory Board Member to the MACH Alliance and COO at ContentStack

“We, as members of the MACH Alliance, represent the present and future of enterprise software and services and aim to be the catalyst for even more change.”

– Kelly Goetsch, President of the MACH Alliance and CPO of commercetools

"We believe in "Transform by Doing". The MACH architecture enables us to build and run solutions that are less of a compromise to our clients."

– Auke van Urk, Advisory Board Member to the MACH Alliance and Chief Technology Officer at Valtech

"We see real pressure these days to adapt nearly every aspect of global business, and to do so faster and more efficiently than ever. These new demands call for an expanded set of choices that are enabled by the modern architectures and capabilities brought together by the MACH Alliance."

– Elaina Shekhter, Advisory Board Member to the MACH Alliance and Chief Marketing Officer at EPAM Systems

Thank you for supporting commercetools in our growth story and trusting us to power your eCommerce. Let's continue to challenge and change the world of enterprise commerce software.

We wish you all a prosperous and healthy 2021.

www.commercetools.com

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