



CASE STUDY BMW GROUP

How BMW Group relies on headless commerce to future-proof digital customer experiences



First-class products and technology are synonymous with the BMW Group – the leading premium manufacturer of automobiles and motorcycles. As a company shaped by visionary inventors, pioneers and designers, the BMW Group owns 31 production and assembly facilities in 15 countries worldwide. The BMW Group also acts as a premium mobility and financial services provider.

COMPANY SIZE

111 Billion EUR

MARKETS

Worldwide

HEADQUARTERS

Munich, Germany

INDUSTRY

Automotive

BUSINESS MODEL

B2C, B2B

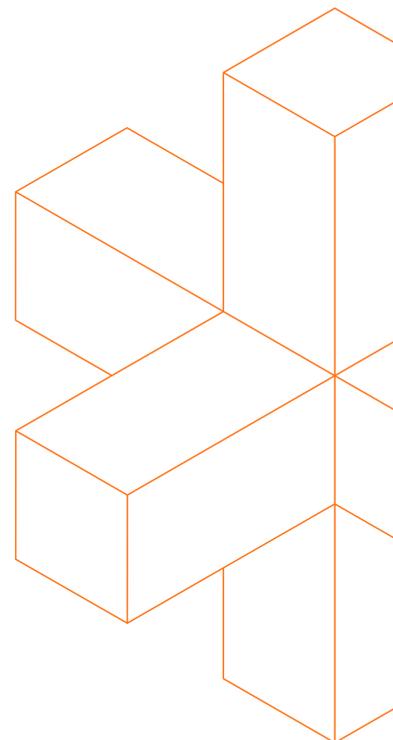
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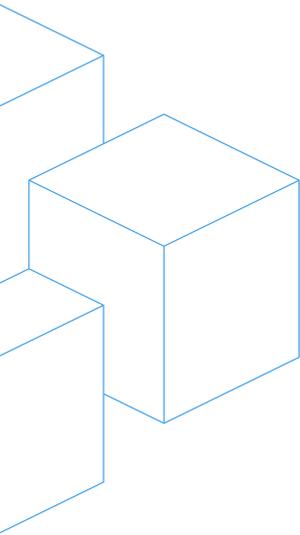
AWS, Ayden

The Challenge

Serving markets worldwide and housing a multitude of brands were the ambitious requirements for the new eCommerce solution for the BMW Group. In addition to showcasing its catalog of automotive products and accessories, the company aimed to present Connected Drive and other bookable services, including routine maintenance checks via digital commerce interactions.

Also, the product catalog, shopping cart and orders needed to be available at high speed and be combined with the Group's existing systems, such as OMS and CMS. Additional requirements were playability on different touchpoints, API implementation and a cloud-native architecture.





The Solution

The BMW Group's requirements perfectly matched commercetools [Composable Commerce](#). Now, the company supplements its various in-house programming solutions via API interfaces, including a self-programmed data management and payment system, as well as an application that checks whether products can be combined.

In spring 2020, commercetools created a client proof-of-concept to map all BMW Group's brands and markets against existing projects, stores and channels on the commerce solution. The software implementation followed, deployed piece by piece along the customer journey. The first go-live took place in March 2021.



With its cloud-based headless commerce platform, commercetools offers an uncomplicated integration with inventory systems. In this way, existing processes can be retained and customers can experience modern and high-performance eCommerce at the same time.

PRODUCT OWNER (BUSINESS)

BMW GROUP

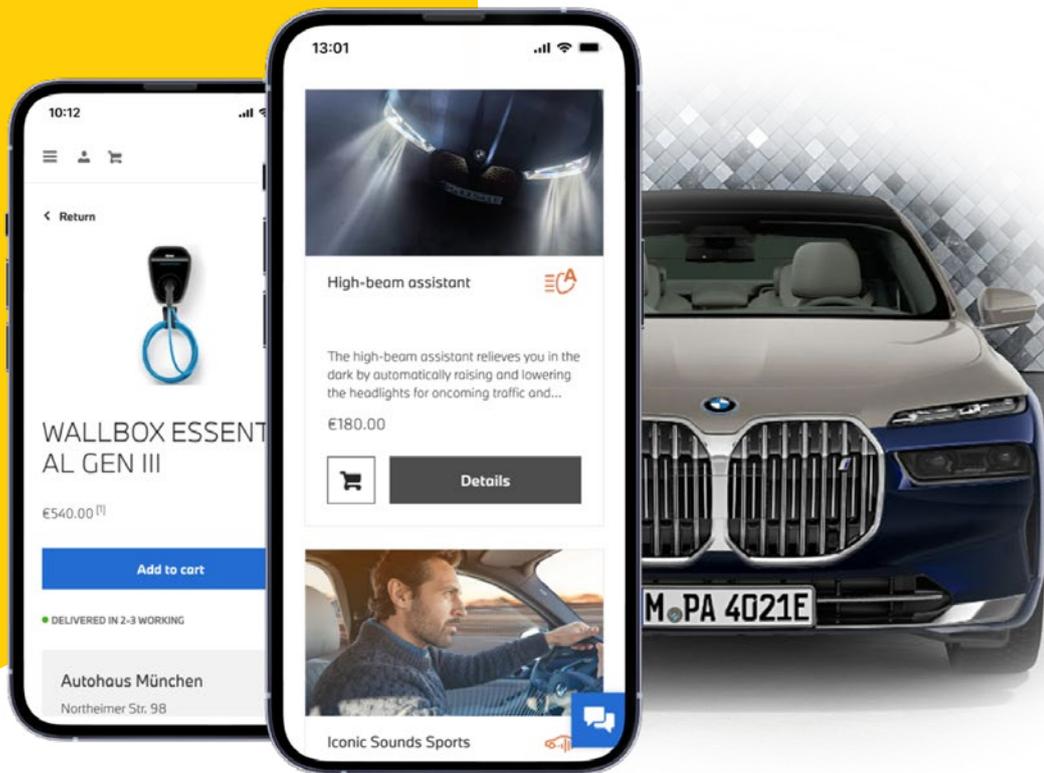


Why it was a success

Within the first eight months, the BMW Group released 100 deployments online in a "versionless" solution, which has significantly reduced maintenance efforts.

„Thanks to the outstanding expandability, we can implement specific requirements without permanently bending the software,“ explains an IT employee at the BMW Group. „The commercetools APIs enabled us to continuously increase the value for our customers.“

Now, installing virtual products like digital license plates is possible. Furthermore, new customer experience touchpoints can be added at any time, which are seamlessly integrated into non-commerce features, including vehicle maintenance and configuration.



commercetools features for BMW Group



PIM (Product Information Management)

Full flexibility to experiment with complex products, digital touchpoints and services combined with real-time inventory, price and promotion updates across all sales channels.



Checkout (Carts & Orders)

Simple selection and ordering processes for an optimized shopping experience, as well as diverse, innovative checkout procedures and payment options.



Stores/Channels (Multi-Tenancy)

Simple connection of thousands of channels worldwide, from desktop to smartphone and in-store dealers to service and repair workshops.

About commercetools



commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. commercetools is one of the fastest growing enterprise software companies in Europe with 300 employees at its offices in Munich (HQ), Berlin, Jena (GER), Amsterdam (NL), London (UK), Zurich (CH), US Durham (NC), Singapore (SG), and Melbourne (AU). The cloud-native platform enables brands and retailers to build innovative shopping experiences across all touchpoints like web, mobile, voice, in-car and many more.