CASE STUDY CIMPRESS

How Cimpress was able to launch gigantic 2 projects in 5 weeks thanks to the power of headless commerce

‹›cimpress

Cimpress makes customized print, signage, apparel, gifts, identity merchandise, packaging and other products accessible and affordable to everyone. They're able to do this by using mass customization capabilities they've been developing over the last 20 years.

Vistaprint, a Cimpress company, helps small business owners create expertly designed, up-to-date custom marketing materials — the assortment of products they need to look and feel professional, prepared and plugged in.

COMPANY SIZE
3 Billion USD

MARKETS
30+

HEADQUARTERS
Dundalk, Ireland

INDUSTRY
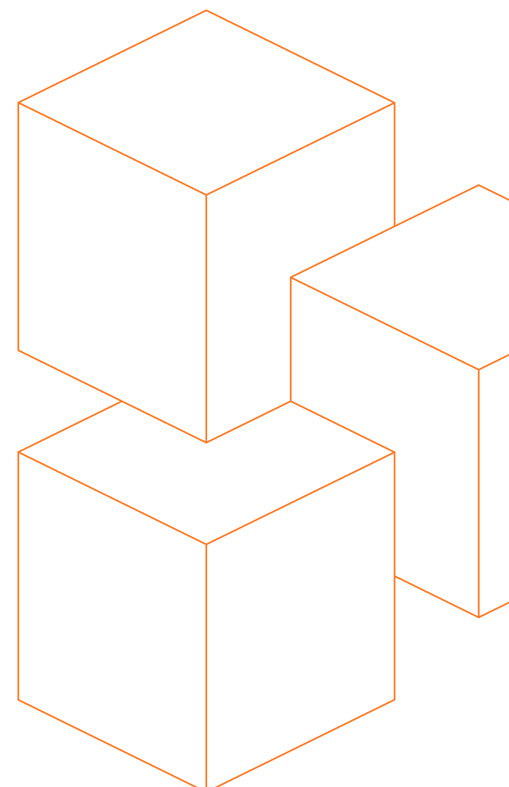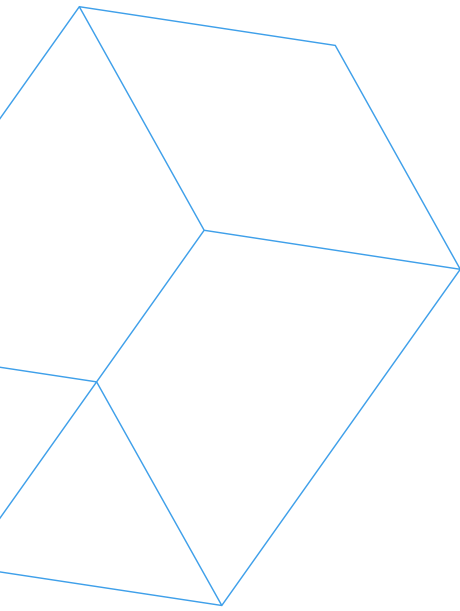Retail

BUSINESS MODEL
B2B, B2C

WORKED WITH PARTNERS
Contentful, Magnolia

The Challenge

Cimpress needed a Cloud-native platform to 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 storefronts.

commercetools

The Solution

The MACH architecture of commercetools provided the scalability Cimpress needed. It also provided the possibility to integrate with other best-of-breed solutions and custom storefronts.

> **Thanks to headless, we were able to launch two massive projects in the span of about 4 to 5 weeks, something we would not have been able to accomplish with our legacy platform. We launched a much needed product [face masks during the COVID-19 pandemic] in a timeframe that was relevant to our customers and the world all from a more flexible approach to commerce and design.**
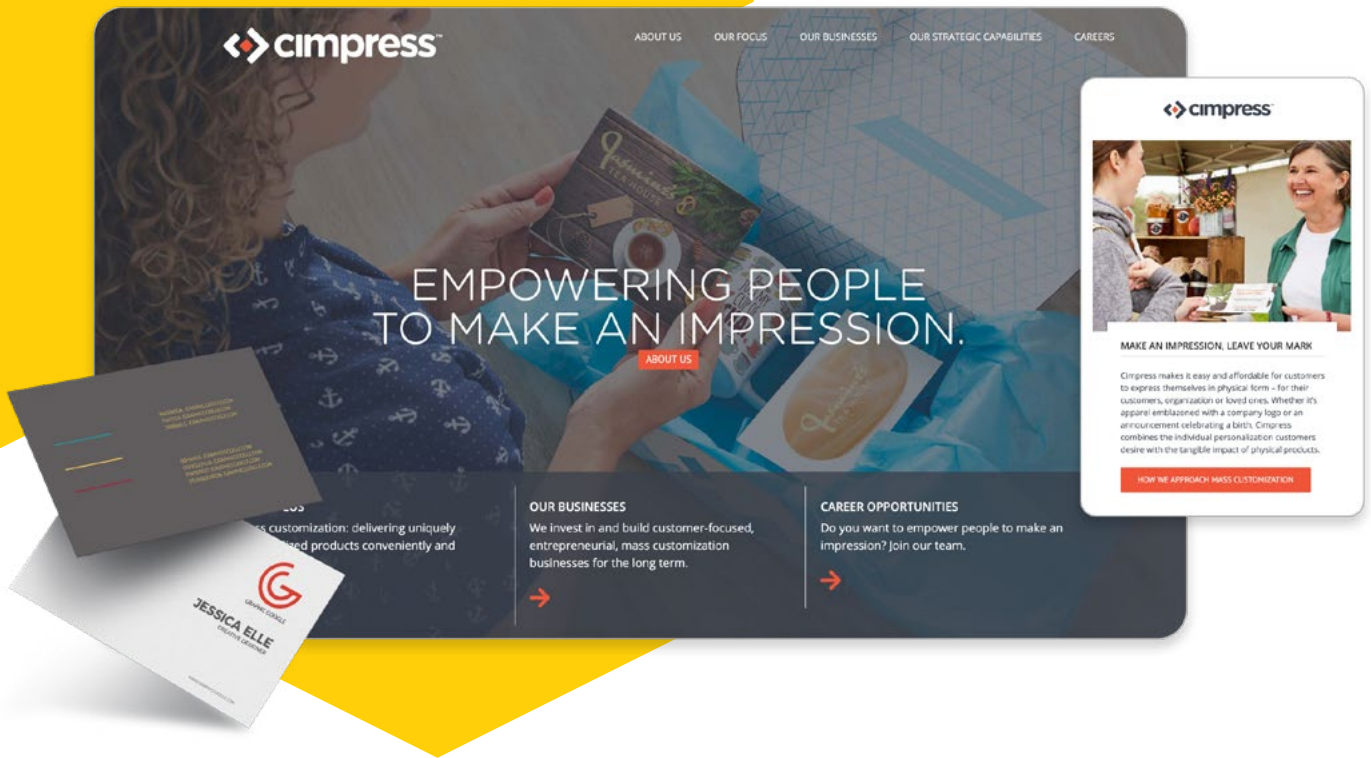
JIM SOKOLOFF
VP, PLATFORM, LOGISTICS, OPTIMIZATION, AND OPERATION, CIMPRESS

Why it was a success

A strong collaboration between Cimpress and commercetools, coupled with regular alignments, proactive troubleshooting, stellar performance of the commercetools support team and executive support by senior management on both sides, were the keys to Cimpress' successful migration.

commercetools

commercetools features for Cimpress

Custom Products
Customizes all aspects of any product
with a wide range of variables.

Promotions
Limitless promotional capability on carts, products
and personalized customer discounts.

100% Headless
One backend solution with multiple headless
CMS integrations for separate brands.

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.