CASE STUDY EURAIL

How Eurail achieved a dramatic reduction in maintenance costs and the capability to easily develop new APIs

Eurail

Eurail was established in 2006 with the goal of convincing everyone that visiting Europe with one of our rail passes is the best way to discover the continent.

With a Eurail Pass travelers of all ages can use an expansive network of train and ferry connections to travel in and between up to 31 countries. Eurail B.V. is owned by more than 35 European railway and ferry companies, and is headquartered in Utrecht, the Netherlands.

COMPANY SIZE
26 Million USD

MARKETS
Global

HEADQUARTERS
Utrecht, Netherlands

INDUSTRY
Travel

BUSINESS MODEL
B2C, B2B

WORKED WITH PARTNERS
Valtech, Dept, Tricode, Adobe EM

The Challenge

As an online pure player, Eurail interfaces with their consumers exclusively via their webshop(s) as well as through email and social media. This posed several challenges for the commerce transformation project. First, the websites had to be easy to navigate and user-friendly for consumers, while being easy for developers to use. Second, because several rail and ferry companies partner with Eurail, B2B interfaces were a high priority. But the biggest challenge was that the new CMS had to be implemented during active operations with no site downtime.
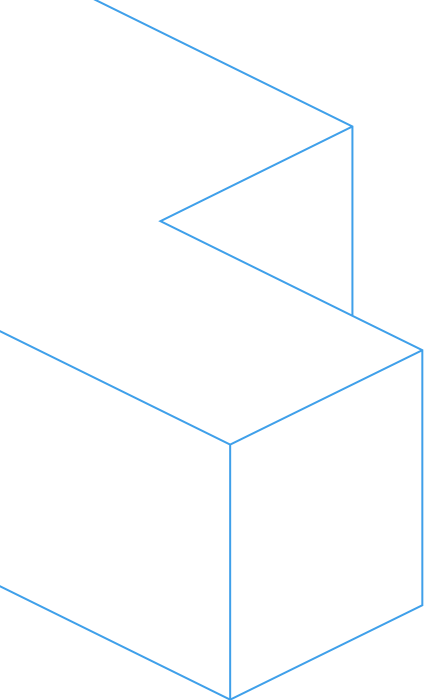
The Solution

Eurail opted for a hybrid approach to content and commerce; selecting the commercetools platform on the backend and Adobe Experience Manager (AEM) for content management on the frontend. Because commercetools has an API-first architecture, it provides all the eCommerce capability Eurail requires while supporting their digital business strategy.

> " The maintenance costs have sunk dramatically since the implementation [of commercetools] and it is possible to quickly and easily develop new APIs as connections with our partners.

JESSE WIERENGA
SCRUM MASTER/AGILE COACH, EURAIL

Why it was a success

Thanks to this flexible hybrid approach, the Eurail team can put content online and communicate across every retail channel quickly and without the help of an IT specialist. This enables Eurail to respond quickly and effectively to market trends, for example, through incentives and offers.
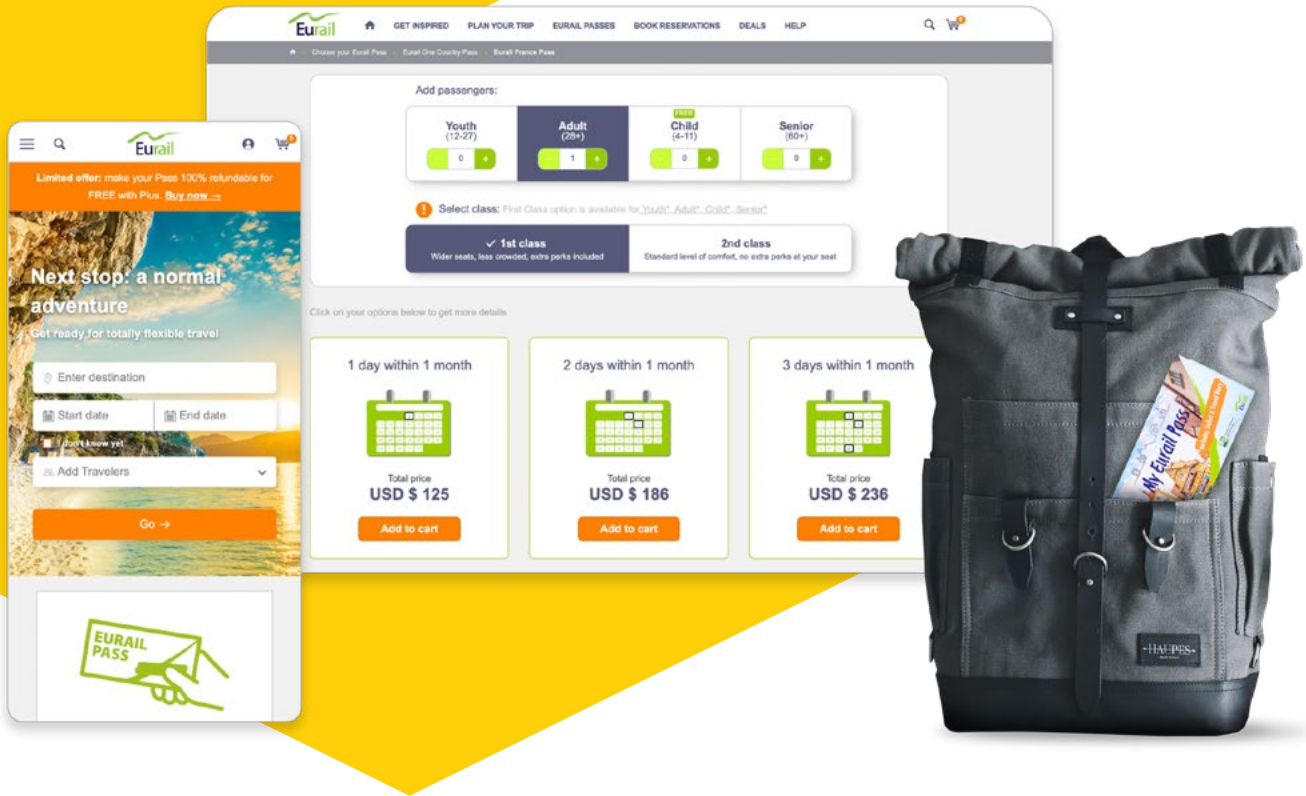
commercetools

commercetools features for Eurail

Merchant Center
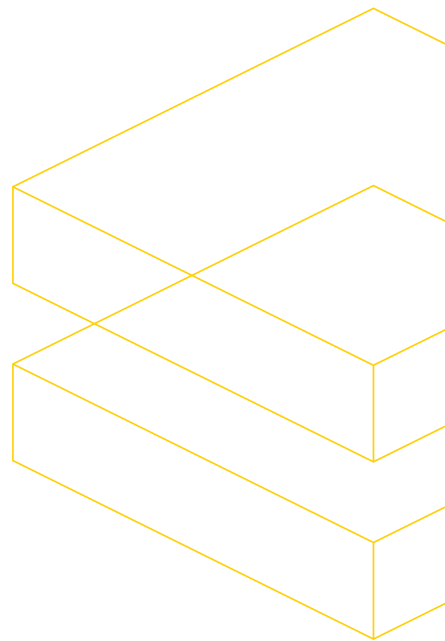Real-time control over digital and third-party POS systems such as Partner Railway Stations.

100% Headless
Integration with Adobe Experience Manager integration enables unique digital commerce experiences.

Commerce in the Cloud
Single platform scaled to support a phased roll-out and real-time commerce updates.

About commercetools

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.