



CASE STUDY FLACONI

**Styled up: Cloud-native,
microservices architecture
for Germany's largest online
pure player for beauty**



Founded in 2011, flaconi is a leading online store for beauty products in Germany. The online shop offers an extensive selection of beauty products and perfumes, ranging from natural to premium cosmetics, and focuses on the shopping experience and customer needs. In addition to excellent customer service, high-quality design and intuitive shop operation, extensive product information and short delivery times make online shopping easy and convenient.

COMPANY SIZE

300 Million USD

MARKETS

3

HEADQUARTERS

Berlin, Germany

INDUSTRY

Retail

BUSINESS MODEL

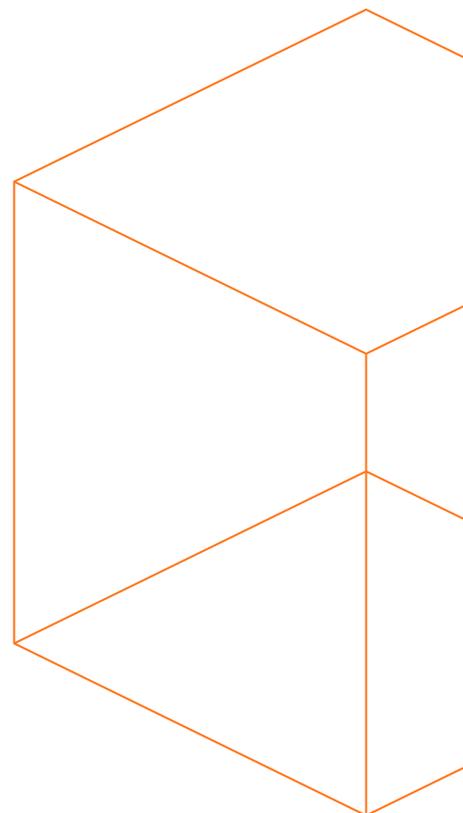
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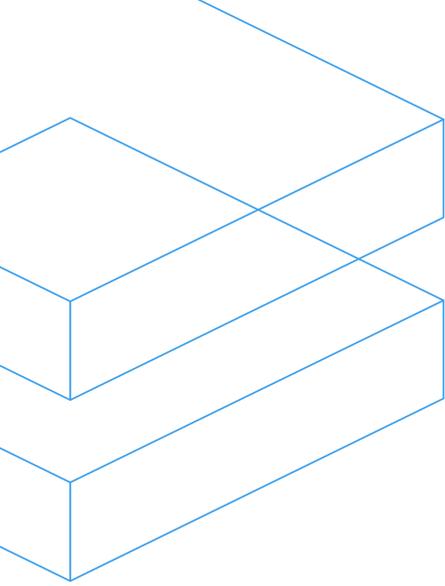
WORKED WITH PARTNERS

Contentful, Frontastic

The Challenge

The existing legacy architecture based on Magento and individual programming wasn't able to withstand the strong growth of the company. They needed a new commerce platform that could administer all transactions on flaconi.de, scale without limitations and offer a first-class mobile user experience.





The Solution

With commercetools, the flaconi platform now has numerous ready-to-use microservices that can be individually combined and expanded, while still easily integrating with existing components via API interfaces. Products and services can be implemented with just a few clicks, accelerating their time-to-market.



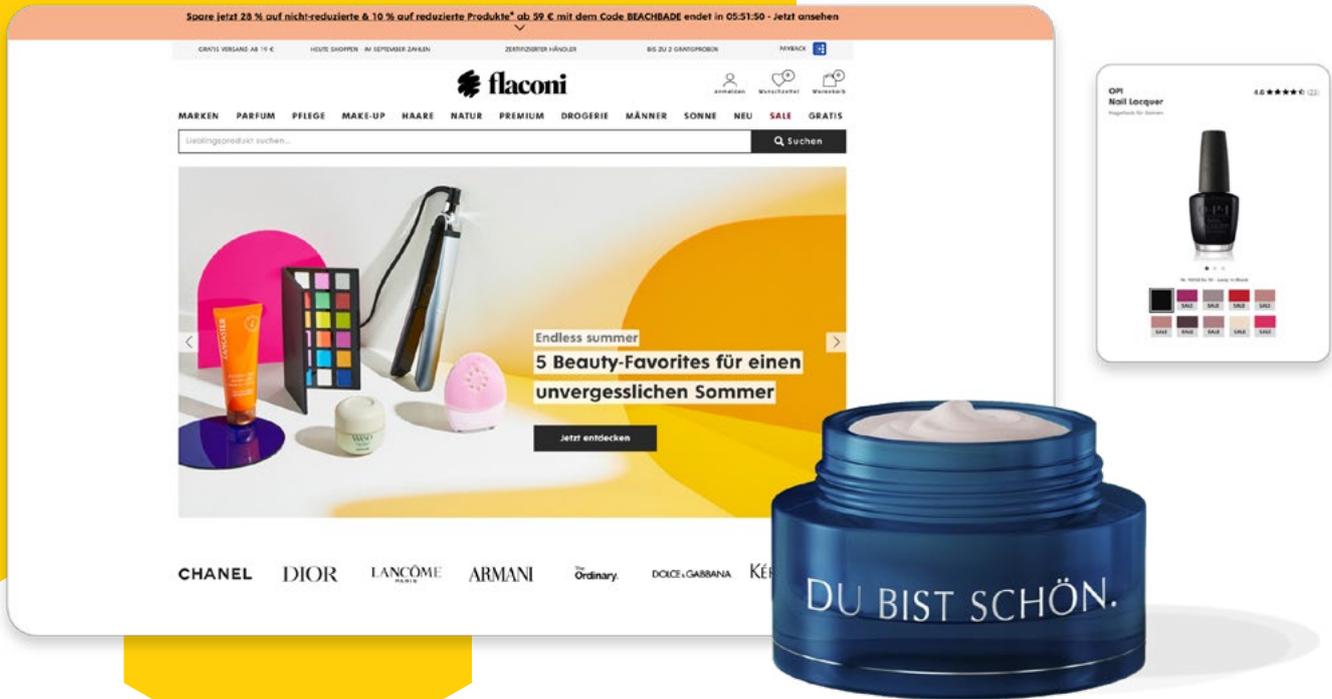
What convinced us at commercetools is the fast time-to-market for new features and products that the platform makes possible, the flexible backend, and the scalability. Our developers like to work with it, and its performance and well-developed APIs impress them.

SVEN ROSEMANN
DIRECTOR TECHNOLOGY, FLACONI



Why it was a success

The scalable platform based on the commercetools backend will allow flaconi to grow by over 50 percent annually. New functions, shops and business models can be easily tried out and, if necessary, readjusted with ease.



commercetools features for flaconi



Storefront

Custom digital commerce experience integrates via APIs with Frontastic's adaptable storefronts.



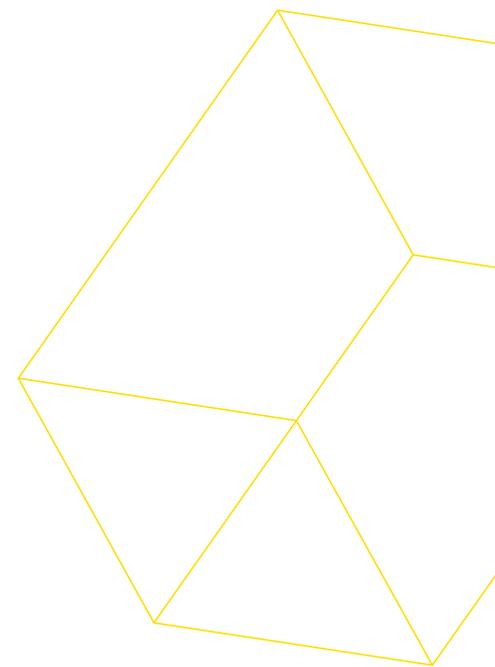
PIM (Product Information Management)

Complex product and category management for 700 different brands and 45,000 items.



100% Headless

Complete flexibility supported by API integrations with Contentful CMS.



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.