



CASE STUDY JOHN LEWIS & PARTNERS

**How John Lewis & Partners gained
the flexibility to adapt to consumer
behavior and provide customized
digital customer journeys**

JOHN LEWIS PARTNERSHIP

John Lewis & Partners (formerly John Lewis) is a brand of high-end department stores operating throughout Great Britain, with concessions located in the Republic of Ireland and Australia.

John Lewis opened his first store in 1864 in Oxford Street, London. In 1929, the son of the founder, Spedan Lewis formed the employee-owned mutual organization known as the John Lewis Partnership, transforming the company into what is today: the largest co-operative in the United Kingdom.

COMPANY SIZE

15 Billion USD

MARKETS

3

HEADQUARTERS

London, UK

INDUSTRY

Retail

BUSINESS MODEL

B2C

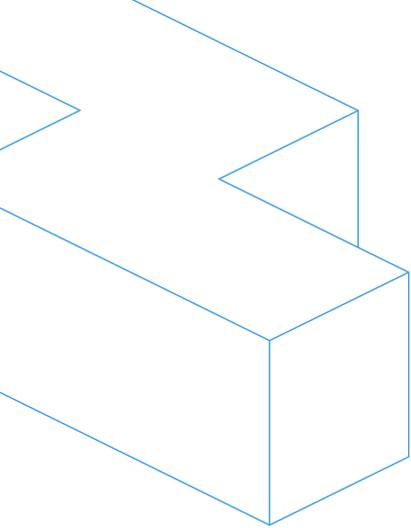
WORKED WITH PARTNERS

Deloitte Digital

The Challenge

As part of the re-platforming of johnlewis.com, which included moving its basket and checkout capability, John Lewis & Partners was looking for a flexible commerce solution which would allow the retailer to support its commitment to providing a leading online shopping experience.





The Solution

The retailer chose commercetools because it offered the scalability and reliability John Lewis & Partners needed to move towards an ambitious goal of migrating off its legacy commerce platform, and onto a flexible [API-first, microservices-led](#) cloud service.



John Lewis & Partners is supercharging its investment online to adapt to changes in consumer behavior. Our partnership with commercetools forms part of this.

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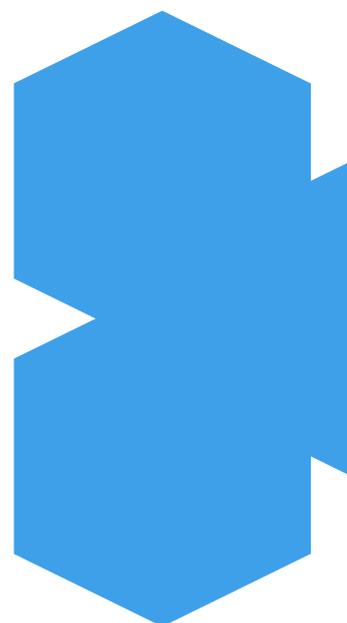
CHIEF INFORMATION OFFICER, JOHN LEWIS & PARTNERS

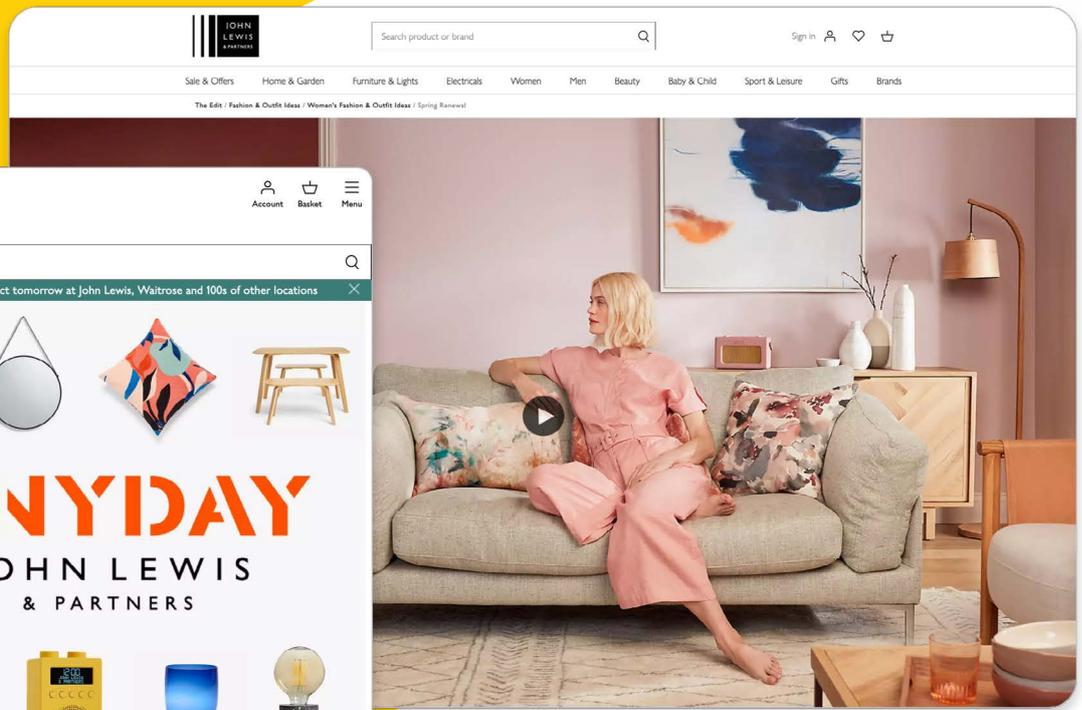


Why it was a success

The first ever production order on johnlewis.com came through on the new Digital Foundations Purchasing solution in February 2022. This is the first customer order placed without using Oracle ATG in nine years! This marks the start of John Lewis & Partners' live proving phase and is a major milestone in their journey migrating off of Oracle ATG. According to the Tech Lead at JL, it took Oracle ATG days to ingest 325,000 products, whereas it took commercetools 15 minutes.

Furthermore, the commercetools platform gives John Lewis & Partners the freedom to customize digital customer experience journeys whether they are shopping in-store, online, on a mobile app or any other channel. John Lewis & Partners also found commercetools to be a strong vendor supported by a well-defined commerce technology roadmap in line with John Lewis & Partners' own vision to launch and scale digital propositions faster while delivering more omnichannel experiences for its customers.





commercetools Features for John Lewis & Partners



PIM (Product Information Management)

One platform as a single source of truth for all commerce-related data across the group.



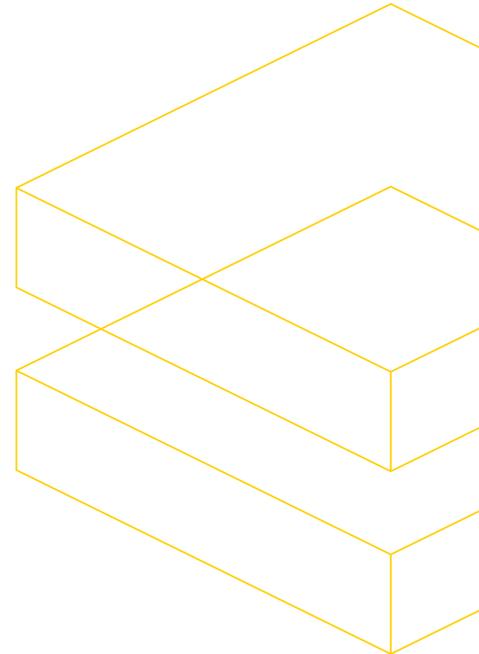
Innovation

Low-cost experimentation with new channels and touchpoints online and in-store.



Merchant Center

Real-time visibility and control of hundreds of digital channels and touchpoints.



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.