



CASE STUDY SALLING GROUP

How Salling Group reduced their operating costs by 75% and gained the ability to launch new web shops within 60 days



With more than 1,600 shops, Salling Group is Denmark's largest retailer. Their holdings include household chain brands, such as fotex, Bilka, Netto, Salling and Wupti, as well as Starbucks and Carl's Jr. franchises in Denmark, and more than 1,400 stores and web shops in Poland and Germany.

COMPANY SIZE

9 Billion USD

MARKETS

3

HEADQUARTERS

Brabrand, Denmark

INDUSTRY

Retail

BUSINESS MODEL

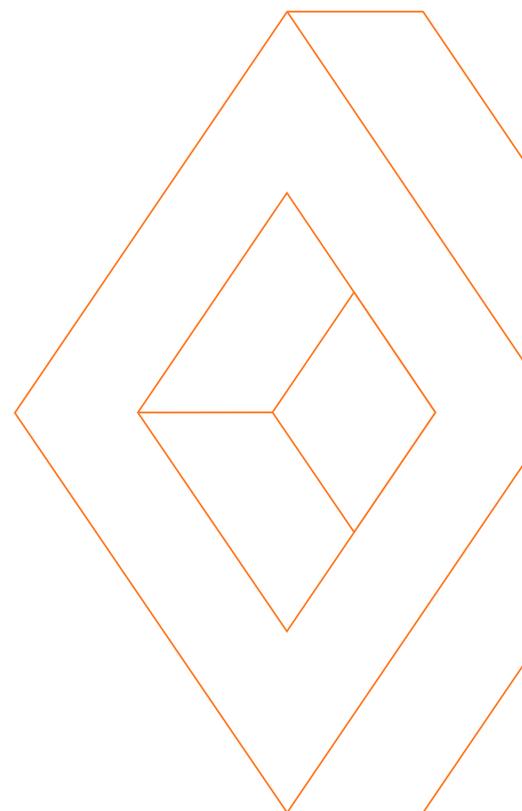
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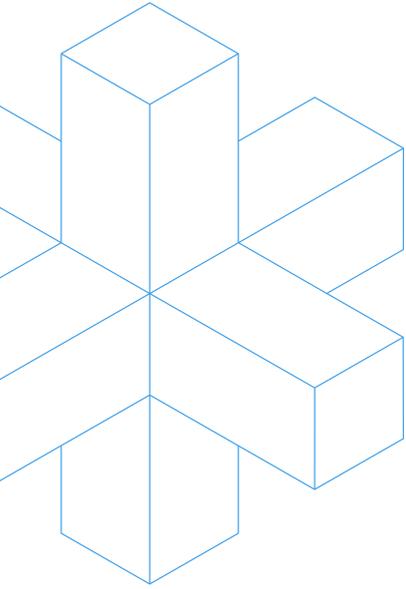
WORKED WITH PARTNERS

Magnolia, Jamstack, Vue.js, Viking, Solr

The Challenge

The company realized they needed to strengthen their omnichannel experience, which required technology that would serve their customers across all digital channels. Furthermore, it was clear that their existing SAP Hybris setup was not scalable in terms of cost efficiency and was hindering their ability to recruit talent.





The Solution

Salling Group replaced their monolithic platform, implementing a new tech stack with the commercetools headless commerce architecture at its core. Focused on delivering modern UX designs with a mobile-first mindset, they incorporated Magnolia's headless CMS, microservices, APIs and Jamstack.



We have lowered our operations costs, reduced our time-to-market, made it easier to recruit talented employees and vastly improved our mobile experience. We received an award for the best German connected retail solution and... we're just getting started.

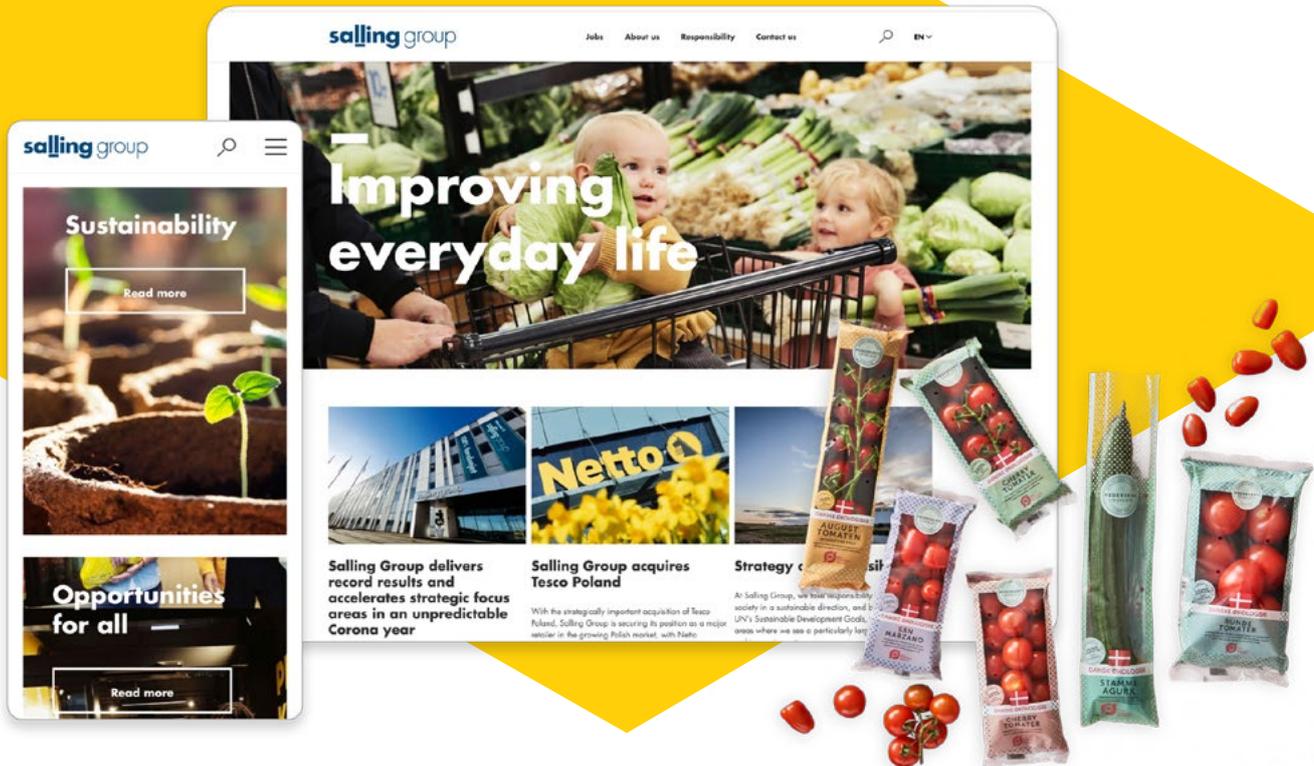
TINA LYKKE KRISTENSEN

SENIOR MANAGER, NON-FOOD ECOMMERCE, SALLING GROUP

salling group

Why it was a success

The solution brought time-to-market for their new web shops down to a 2-month lead time and lowered operation costs by 75%. It also enabled each brand to customize their online shop and content, while still working under the same technology. Additionally, release cycles increased from once every other week to multiple times per day.



commercetools features for Salling Group



Commerce in the Cloud

From 2 platform updates a year to daily platform and feature updates.



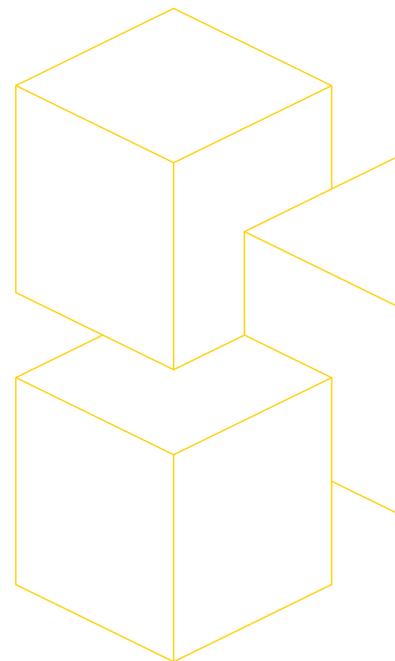
PIM (Product Information Management)

Consolidation of commerce data from 2 brands onto a single platform.



100% Headless

Frontend flexibility allowed API integration with Magnolia CMS.



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.