



CASE STUDY SHARPER IMAGE

How Sharper Image moved from periodic release cycles that took weeks to instantaneous updates

THE SHARPER IMAGE

Be it a portable drive-in movie theater, a towel warmer or golf ball-finding glasses, you can find innovative home electronics and any other high-tech lifestyle product you could possibly imagine – and beyond – at Sharper Image.

Originally launched in 1977, in 2009 Sharper Image entered a new era, evolving from a popular retailer into a cutting-edge retail brand.

SharperImage.com helps customers quickly and easily research and purchase the latest products, while continuing to run a thriving direct-to-consumer catalog business.

COMPANY SIZE

20 Million USD

MARKETS

30

HEADQUARTERS

Farmington Hills, Michigan, US

INDUSTRY

Retail

BUSINESS MODEL

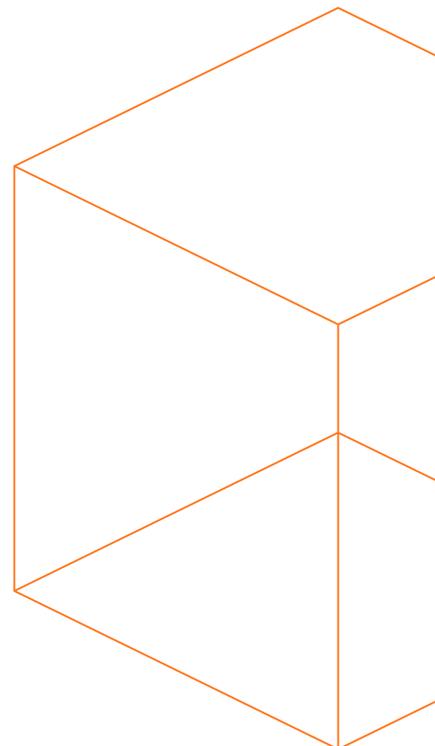
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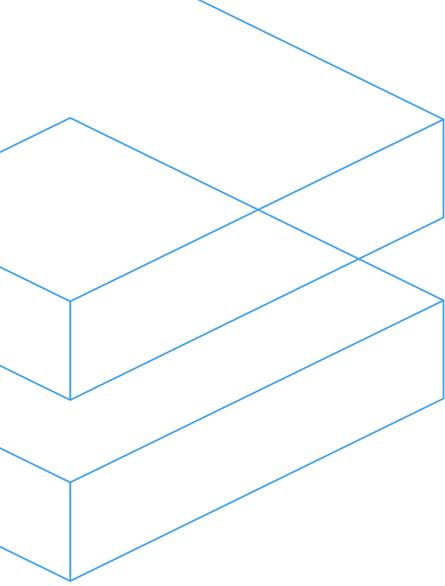
WORKED WITH PARTNERS

Contentful, Google CP

The Challenge

Sharper Image required a migration from their rigid monolith in order to successfully handle traffic peaks, accelerate release cycles and operate in a truly agile manner. They also wanted the flexibility of a composable best-of-breed solution that would precisely fit their business needs.





The Solution

The ability to effortlessly scale during traffic peaks and with business growth, as well as the flexibility that headless commerce innately offers – that’s why Sharper Image chose commercetools for their backend. In the frontend, Sharper Image went with the Moovweb XDN platform, as well as a headless orchestration solution.



We’re entering the mindset of being able to easily choose the technology and SaaS vendors we work with and what we can accomplish versus asking IT if something is possible and knowing it’s going to be difficult on an old system. The question becomes ‘When will we do this’ instead of just not being able to do it or discussing all of the challenges.

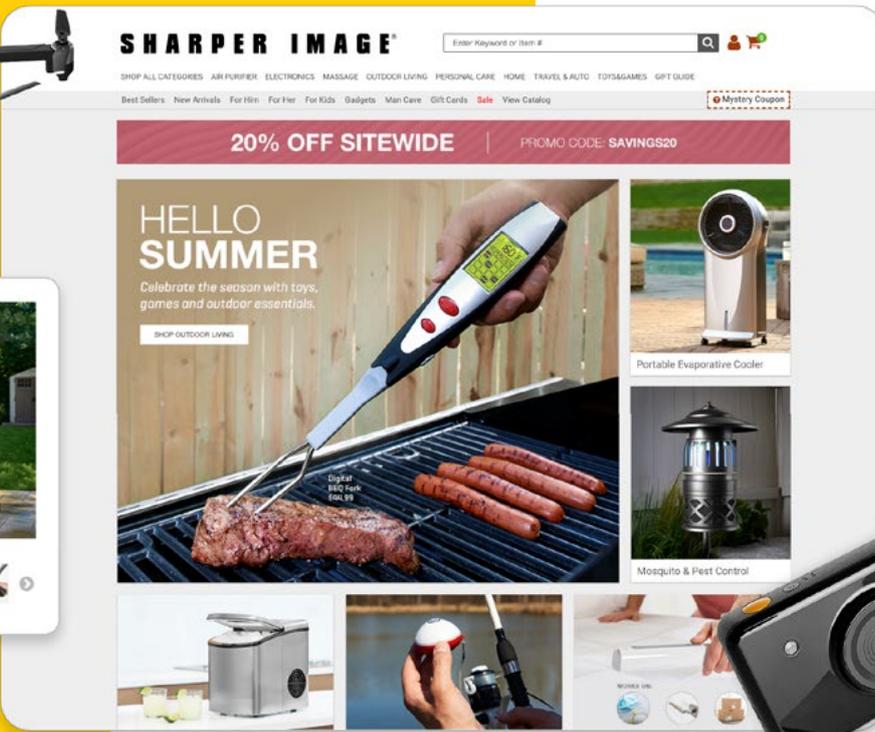
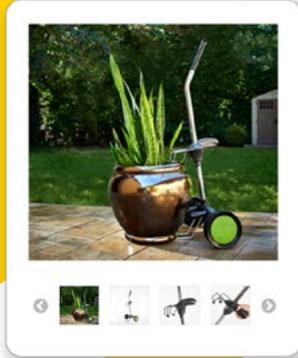
MIHAELA MAZZENGA
CTO, SHARPER IMAGE & MACH ALLIANCE AMBASSADOR

**THE
SHARPER
IMAGE**

Why it was a success

The Sharper Image digital platform easily handled the holiday shopping rush with no downtime and increased their release cycles from weeks to instantly. Plus, they can choose any third-party vendor they want to work with without any restrictions.





commercetools features for Sharper Image



Discounts

Over 20 million complex discount codes are active for a variety of product types.



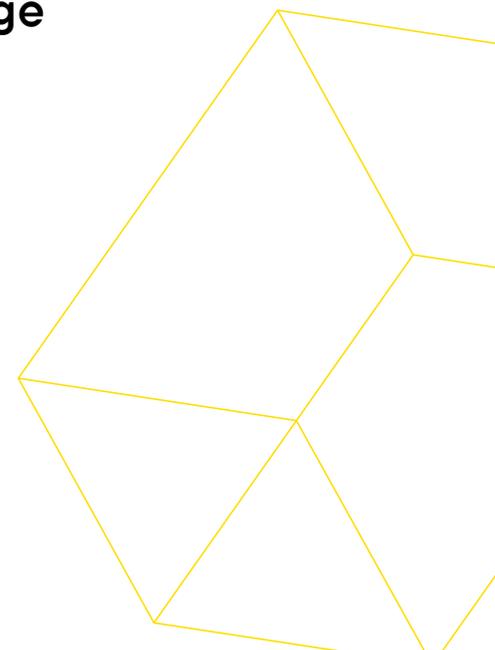
100% Headless

API-only integration with Contentful CSM enables limitless customization.



Catalog

Import very large catalog and category trees with ease.



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.