



CASE STUDY VOLKSWAGEN GROUP

# How Volkswagen Group is redefining centralized commerce across their multiple brands, markets and channels



Based in Wolfsburg, Lower Saxony, The Volkswagen Corporation is one of the leading German automotive manufacturers. The corporation operates as the parent company of the Volkswagen passenger cars brand and its subsidiaries include Seat, Škoda Auto and Audi, as well as the luxury brands Bentley, Bugatti, Ducati (motorcycles), Lamborghini and Porsche.

#### COMPANY SIZE

268 Billion USD

#### MARKETS

150+

#### HEADQUARTERS

Wolfsburg, Germany

#### INDUSTRY

Automotive

#### BUSINESS MODEL

B2C

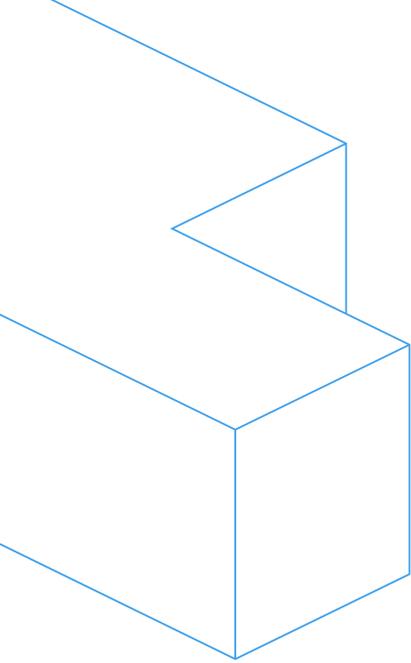
#### WORKED WITH PARTNERS

Diconium

## The Challenge

To launch the Volkswagen Group's central eCommerce solution, the group needed a solid cloud-based foundation that could deliver commerce functionality and online channels for the first time.





## The Solution

The new platform from commercetools will allow customers to purchase everything from vehicles to hubcaps and digital services from Volkswagen and other group brands, including Seat, Audi, Bentley and Porsche.

The group-wide solution enables customer contact across all touchpoints, from traditional brand websites to mobile devices and the vehicles themselves. The first solutions based on the platform are already available in Germany, including the sale of stock vehicles of Audi dealers and online order requests for the new ID.3 electric car from Volkswagen.



**We support our group brands in setting up online stores where customers can easily and conveniently browse and buy from the Volkswagen Group's large product range. A central eCommerce platform is an important component of the brands' digitization strategy. We are therefore establishing an attractive, additional sales channel for the group brands, importers and dealers.**

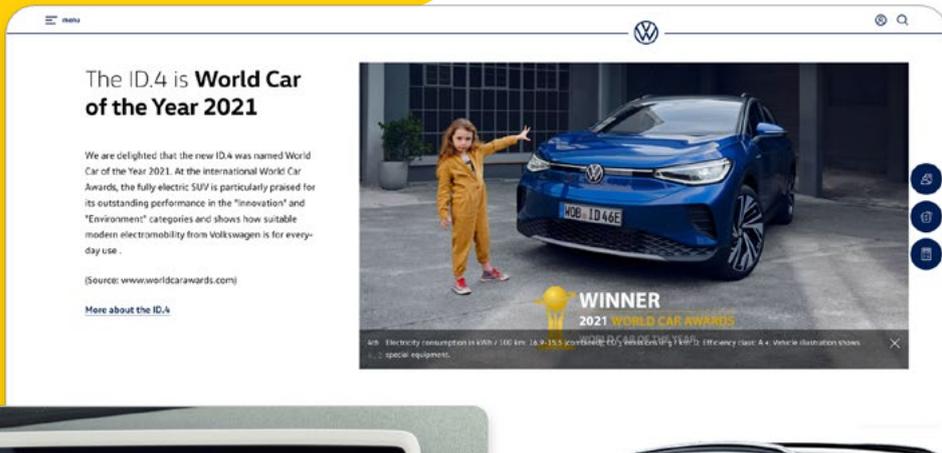


**CHRISTOPH F. MÖLLER**

HEAD OF DIGITAL COMMERCE, CARIAD, A VOLKSWAGEN GROUP COMPANY

## Why it was a success

Thanks to flexible, combinable microservices from commercetools, digital strategies can be implemented just as easily as short-term push offers and promotions. The more agile the microservices are, the better the experience for the buyer. commercetools' technology means Volkswagen only needs to add new products for sale to the eCommerce platform once, and they will be available on any channel the customer wants to use for purchasing.



## commercetools features for Volkswagen



### PIM (Product Information Management)

Inventory, pricing and promotions are updated in real-time across all sales channels.



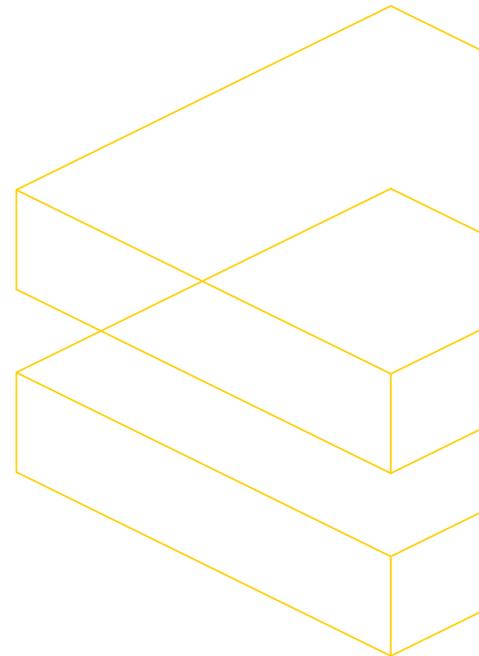
### Channels

Online, in-store, service centers and thousands of sales channels digitized around the world.



### Innovation

Low-cost trials of new revenue streams via newly branded storefronts such as electric car chargers.



## 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.