



## CASE STUDY WORLD OF BOOKS

**World of Books opened a new page in amazing user experiences with a website that performs flawlessly**



World of Books was founded in the United Kingdom over a decade ago. The retailer purchases unsold inventory of used books from UK charity shops and resells them via their World of Books websites as well as various third-party marketplaces such as Amazon.com. World of Books purchases books in bulk, paying by tonnage rather than for individual titles.

#### COMPANY SIZE

79 Million USD

#### MARKETS

5

#### HEADQUARTERS

Goring-by-Sea, UK

#### INDUSTRY

Retail

#### BUSINESS MODEL

B2C

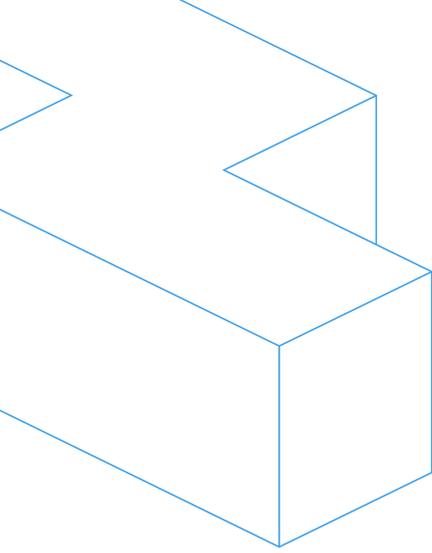
#### WORKED WITH PARTNERS

Google CP

## The Challenge

The goal of World of Books is to make their commerce platform the leading website for reselling used books globally. In pursuit of this goal, World of Books decided to migrate the UK website following the successful move of their Australian site.





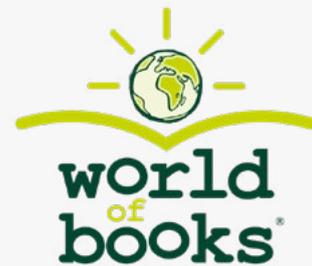
## The Solution

World of Books opted for commercetools, who fundamentally modernized the website while the business was running. Using the modular system of a variety of microservices, first in Australia and then in the UK, they have made the architecture of their site future-ready.



**In commercetools, we have found a solution based primarily on a microservice API architecture, which fits perfectly with our development skill set and methodology.**

**BENJAMIN EDWARDS**  
HEAD OF IT, WORLD OF BOOKS GROUP

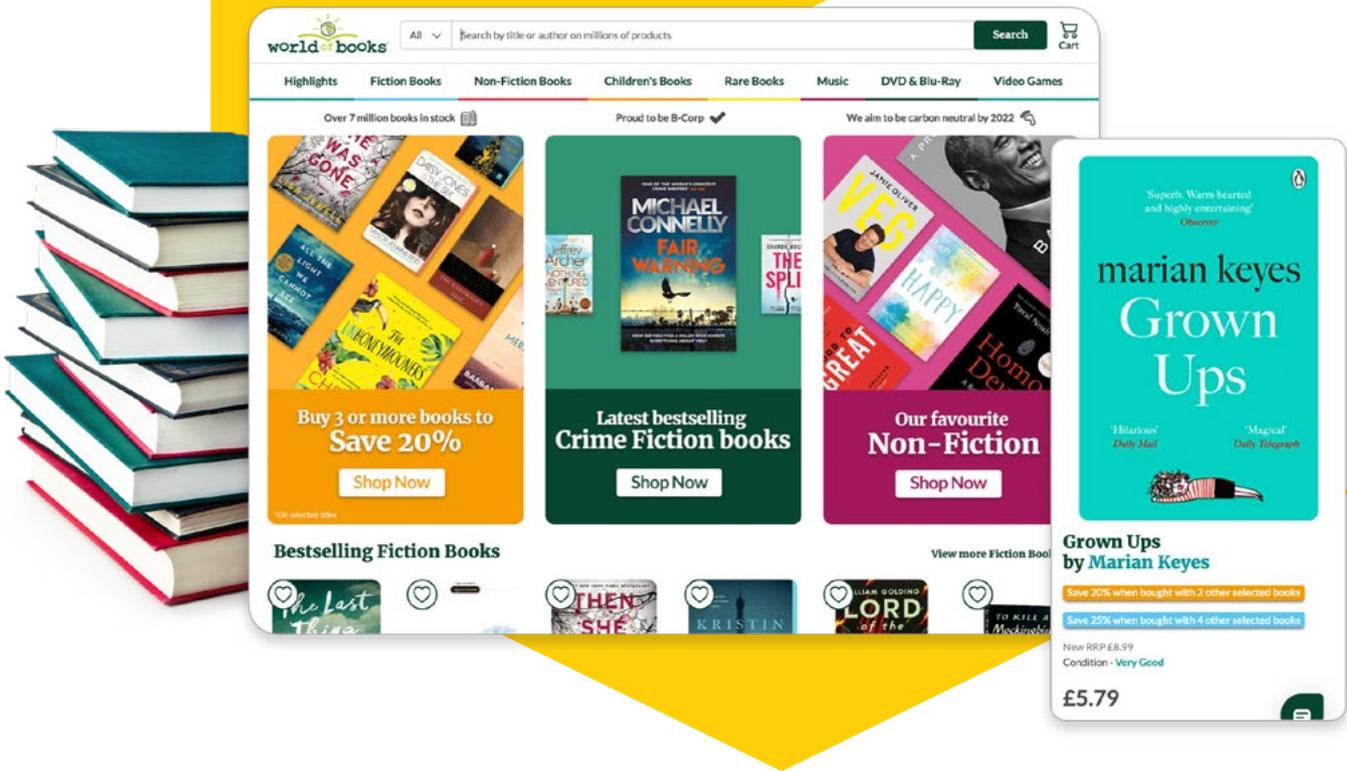


## Why it was a success

The new platform, combined with its own tailor-made software, enables World of Books to manage an ever-growing stock and respond to the market in real-time. Additionally, customers can choose from the largest range of goods offered at the best prices. In the competitive market for used books, these factors are the key to satisfying new and existing customers.

Due to the implementation of a cloud-based, API-first commerce platform, the existing website has become more agile and faster, substantially enhancing the user experience. An updated navigation and an optimized checkout also improve customer satisfaction – via all devices. Customers can find the book they are looking for faster than ever before and buy it with fewer clicks.





## commercetools features for World of Books



### Inventory

Stock pricing and inventory levels consistent across Amazon, eBay and over 20 other marketplaces.



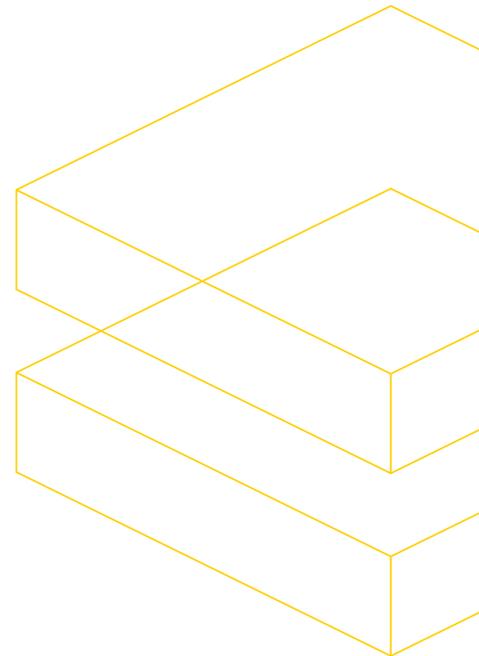
### Commerce in the Cloud

Hosting environments in the cloud supports auto-scaling depending on end-user demand.



### 100% Headless

Straightforward platform integration via API enables commerce with existing legacy systems.



## 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.