CUSTOMER STORY BMW GROUP

How BMW Group relies on headless commerce to future-proof digital customer experiences

First-class products and technology are synonymous with the BMW Group – the leading premium manufacturer of automobiles and motorcycles. As a company shaped by visionary inventors, pioneers and designers, the BMW Group owns 31 production and assembly facilities in 15 countries worldwide. The BMW Group also acts as a premium mobility and financial services provider.

Markets	Headquarters	Industry	Business Model	Worked with Partners
Worldwide	Munich, Germany	Automotive	B2C, B2B	AWS, Adyen

100
ms response time (SLA)

99.99%
availability

100
releases in 8 months

The Challenge

Serving markets worldwide and housing a multitude of brands were the ambitious requirements for the new eCommerce solution for the BMW Group. In addition to showcasing its catalog of automotive products and accessories, the company aimed to present Connected Drive and other bookable services, including routine maintenance checks via digital commerce interactions.

Also, the product catalog, shopping cart and orders needed to be available at high speed and be combined with the Group's existing systems, such as OMS and CMS. Additional requirements were playability on different touchpoints, API implementation and a cloud-native architecture.

> **With its cloud-based headless commerce platform, commercetools offers an uncomplicated integration with inventory systems. In this way, existing processes can be retained and customers can experience modern and high-performance eCommerce at the same time.**
>
> —— **PRODUCT OWNER (BUSINESS)**
> BMW GROUP

commercetools

The Solution

The BMW Group's requirements perfectly matched commercetools Composable Commerce. Now, the company supplements its various in-house programming solutions via API interfaces, including a self-programmed data management and payment system, as well as an application that checks whether products can be combined.

In spring 2020, commercetools created a client proof-of-concept to map all BMW Group's brands and markets against existing projects, stores and channels on the commerce solution. The software implementation followed, deployed piece by piece along the customer journey. The first go-live took place in March 2021.

Why it was a success
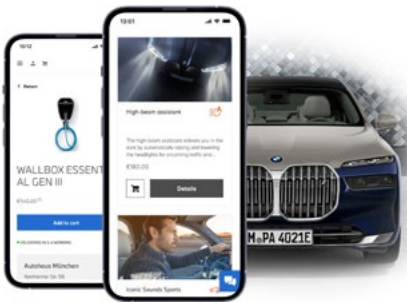
Within the first eight months, the BMW Group released 100 deployments online in a "versionless" solution, which has significantly reduced maintenance efforts.

„Thanks to the outstanding expandability, we can implement specific requirements without permanently bending the software," explains an IT employee at the BMW Group. „The commercetools APIs enabled us to continuously increase the value for our customers."

Now, installing virtual products like digital license plates is possible. Furthermore, new customer experience touchpoints can be added at any time, which are seamlessly integrated into non-commerce features, including vehicle maintenance and configuration.

commercetools features for BMW Group

PIM (Product Information Management)
Allows customers to purchase car upgrades and additional features via an app or in-car settings.

Checkout (Carts & Orders)
Makes real-time over-the-air updates to millions of carsand mobile devices around the world possible.

Stores/Channels (Multi-Tenancy)
Decoupling the backend supports integration with a mixture of specialized services and in-house development.

About commercetools

commercetools founded the headless commerce concept, and is the industry-leading composable commerce platform enabling brands to adapt and lead evolutions in digital commerce. commercetools provides its customers with the agility and tools needed to innovate and iterate on the fly, merge online and offline channels, take advantage of new markets, drive new and higher revenue-generating opportunities, and future-proof their eCommerce business — without incurring technical and operational risks.

Today, commercetools is trusted by some of the world's most iconic brands including Audi, Danone, Eurorail, NBCUniversal, Sephora and Volkswagen Group and many more. To learn more, visit commercetools.com.