



CUSTOMER STORY [JUST EAT TAKEAWAY.COM](https://www.just-eat.com)

**How Just Eat Takeaway.com
added 50,000 SKUs and
experienced a massive 75%
increase in transactions per minute**



Just Eat Takeaway.com specializes in online food ordering and home delivery. The Dutch dot-com company is an intermediary online portal between the customer and the restaurants, where customers can order food online from restaurants' menus, and have it delivered by the restaurants directly to their homes. In addition to their food delivery business, Just Eat Takeaway.com runs a B2B marketplace for their restaurant partners to purchase both food and non-food items from third-party sellers.

Markets	Headquarters	Industry	Business Model	Worked with Partners
23	Amsterdam, Netherlands	Food & Grocery	B2B, B2C	Google Cloud, Dept, Prismic, Sunrise, Tweakwise

+50K
SKUs

+75%
Online Sales

99.99%
Uptime

The Challenge

Just Eat Takeaway.com's online B2B marketplace enables restaurant owners to purchase both food and non-food items from third-party sellers. It originally ran on Magento 1, which did not meet their needs in terms of accepting online payments. When Magento 1 was phased out and required an update to Magento 2, the digital team at Just Eat Takeaway.com knew it was time to look for a better solution for their B2B commerce architecture – one that could incorporate a seamless online payment system, as well as handle their ambitions to be data-driven and scale up big time.



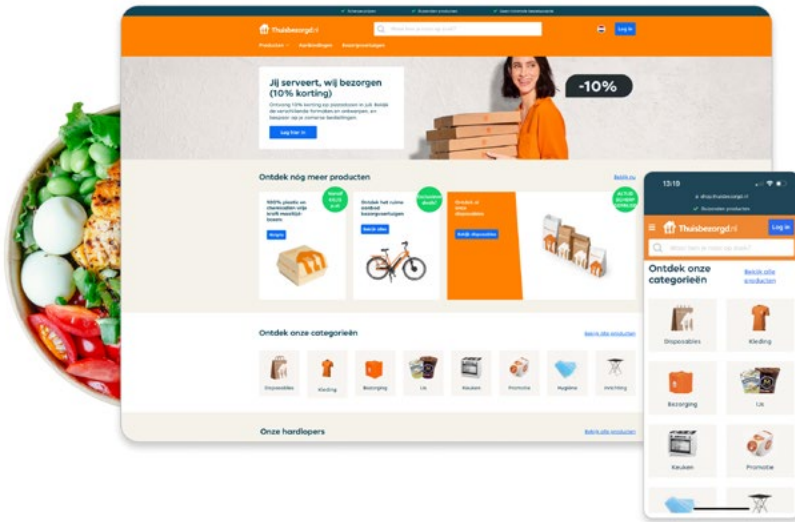
With rapid changes in the food delivery market we needed a system that can scale with us to even better support the needs of our partner restaurants. As a headless system, commercetools gives us the flexibility, scalability and speed to support our ambitions.

RICK KOOPMAN
GLOBAL HEAD OF ECOMMERCE PARTNER MARKETING, JUST EAT TAKEAWAY.COM

The Solution

With the commercetools headless, **API-first, microservices-based** approach at the helm, Just Eat Takeaway.com's new **B2B** solution can now easily integrate their business acquisitions and all the complexities involved in these types of mergers. This includes adding new currencies and languages, all while being capable of scaling up to add new products and third-party vendors. Hosted on an AWS cloud infrastructure, the marketplace now has an uptime of 99.999% and is highly scalable and secure.

Why it was a success



Just Eat Takeaway.com launched their new system for all their markets in September 2020 and saw positive results right away, including growth of up to 20 percent in their average order value. The solution provided by commercetools means Takeaway.com's marketplace can also handle more API calls, a vastly higher number of product SKUs, and even more transactions. Additionally, the performance of the online shop has improved immensely in terms of conversion rates and transactions per minute.

commercetools features for Just Eat Takeaway.com



Assortments

Large assortments and product data that can be merged from multiple suppliers.



Promotions

Personalized promotions provide truly relevant discounts driving conversion.



Commerce in the Cloud

A single platform scaled to support a phased global-roll out with localization.



commercetools

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](https://www.commercetools.com).