



CUSTOMER STORY 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.

Markets	Headquarters	Industry	Business Model	Worked with Partners
150+	Wolfsburg, Germany	Automotive	B2C	AWS , Diconium , Contentful

100s
Digital Channels

99.99%
Uptime

300
Commerce APIs

The Challenge

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



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.

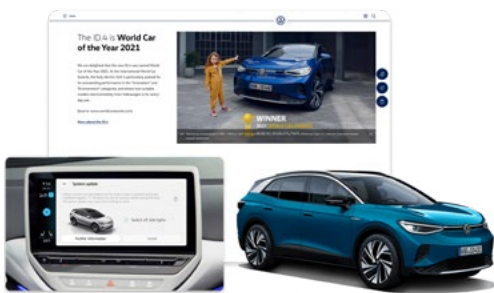
— CHRISTOPH F. MÖLLER
HEAD OF DIGITAL COMMERCE, CAR.SOFTWARE ORGANIZATION

The Solution

commercetools joined forces with AWS to deliver a solution that met the specific goals of the Volkswagen Group. The new AWS cloud-based solution from commercetools allows customers to purchase everything from vehicles to hubcaps and digital services from any Volkswagen-owned brand, including Seat, Audi, Bentley and Porsche.

The group-wide solution enables customer contact across all touchpoints, from traditional brand websites and **mobile devices** to 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.

Why it was a success



Thanks to flexible, composable **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. In addition, pairing commercetools with AWS cloud technology improved the company's ability to quickly make changes. Volkswagen only needs to add a new product data and the solution automatically updates the site across all channels, making it easy for customers to make purchases however they like.

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.



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).