CASE STUDY 66°NORTH

How 66°North moved to a flexible, microservices-based architecture that saves time and money

66°North has provided the Icelandic search and rescue team with protective clothing since 1928. This successful collaboration traces the evolution of outdoor clothing; from anoraks made from oil-borne canvas to the award-winning Snæfell Jacket, made with revolutionary synthetic materials.

Today, the company makes functional clothing without compromise for all kinds of outdoor activity. While fishermen's and workwear clothing is still a fundamental part of the operation, consumers can now purchase from a wide selection of all occassion protective clothing that carries the 66°North label.

COMPANY SIZE
51 Million USD

MARKETS
33

HEADQUARTERS
Garðabær, Iceland

INDUSTRY
Fashion

BUSINESS MODEL
B2C

WORKED WITH PARTNERS
Deliberate Software, Checkout.com

The Challenge

The goal of 66°North was to find a flexible platform which could enable them to scale their business in such a way that they could be iterative. With headless commerce and the capabilities of commertools, 66°North is now in a position where their technology is powering their business ambitions rather than limiting them, as is often the case with large monolithic solutions.
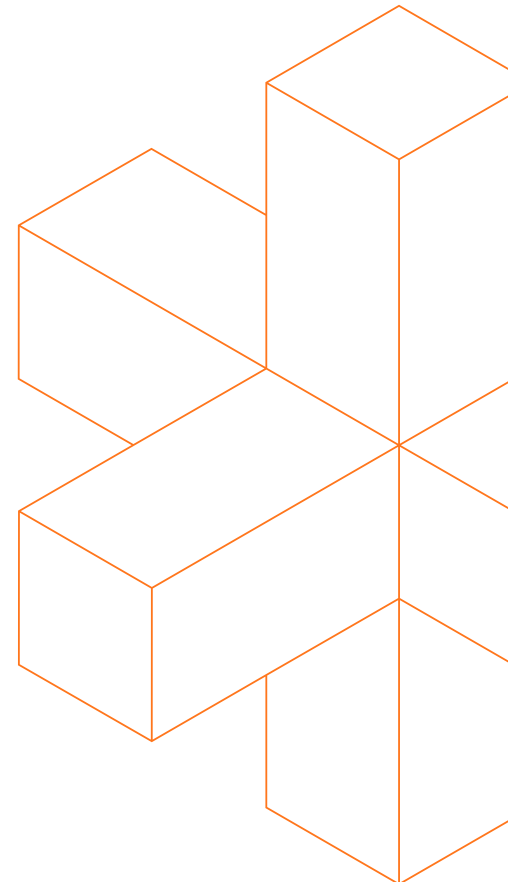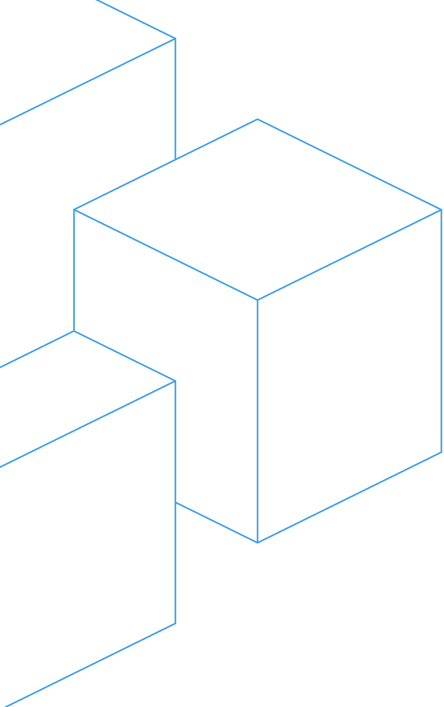
The Solution

66°North began their migration to commercetools at the start of 2020. The launch was a few months later, in September 2020. Due to the COVID-19 pandemic, communication and construction took place completely remotely. The current results of the 66° North commerce platform shows that the new architecture is working, with sales developing positively.

> **We are now saving time and money in eCommerce. We have a lot more design options. And, now our focus is entirely on the shopping experience of our customers.**

MATTHE WOOSLEY
GLOBAL PRESIDENT, 66°NORTH

Why it was a success

commercetools transformed the monolithic platform, on which the company's digital systems were set up, into a flexible, microservices-based system that was built according to the specific requirements of 66°North.
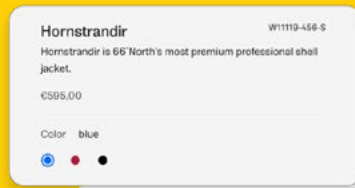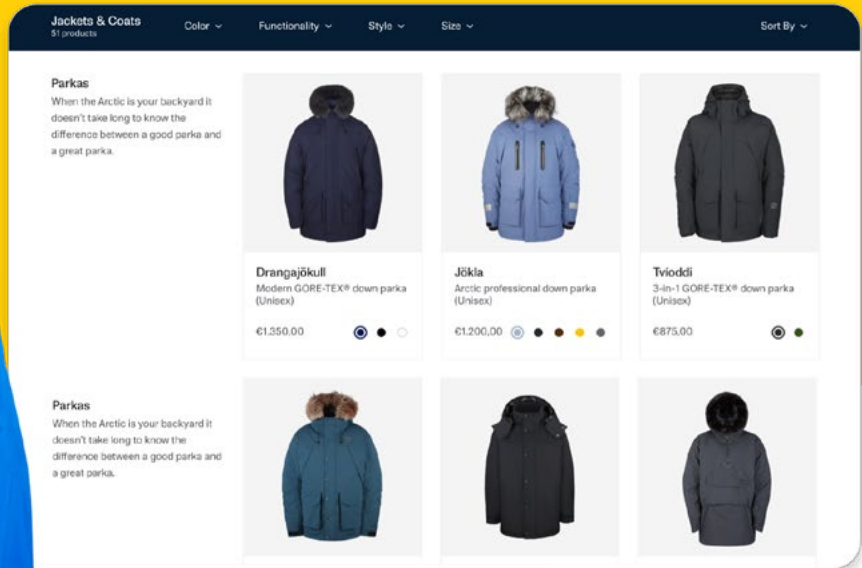
commercetools features for 66°North

Commerce in the Cloud
A single platform scaled to support a phased global roll-out with localization.
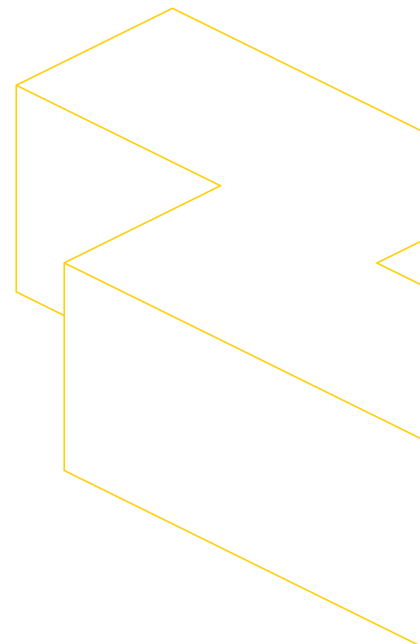
PIM (Product Information Management)
Inventory, pricing and promotions are updated in real-time across all sales channels.

100% Headless
Integration with Checkout.com provides flexible payment options.

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.