commercetools
Next generation commerce

How Bikes.de supercharge growth with composable commerce architecture

The leading digital marketplace Bikes.de brings more than 100 specialized dealers online and offers around 5,000 bicycles and e-bikes from over 50 top brands to enthusiastic cyclists.

In addition to sales, Bikes.de enables local dealers to offer test rides, personalized on-site services and repairs in the comprehensive Bikes.de network. Bikes.de is a joint venture of BICO Zweirad Marketing GmbH and TEC The Enabling Company, a subsidiary of Hubert Burda Media Holding.

COMPANY SIZE
5 Million USD

MARKETS
1

HEADQUARTERS
Verl, Germany

INDUSTRY
Retail

BUSINESS MODEL
B2C

WORKED WITH PARTNERS
Contentful, Symfony, Heroku, Unzer

The Challenge

Creating a minimum viable product (MVP) and launching an online marketplace for bicycles in under 100 days was an ambitious goal for Bikes.de. In addition to developing a modern frontend quickly, they needed to connect the various ERP systems of specialized dealers to map and simplify the digital reservation and payment processes.
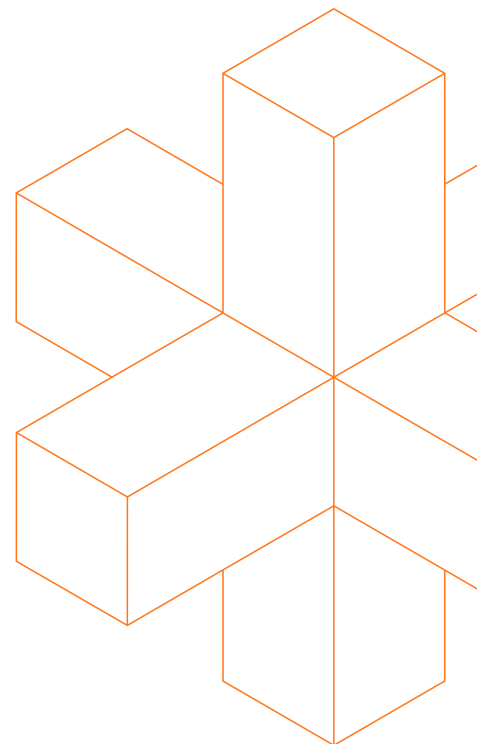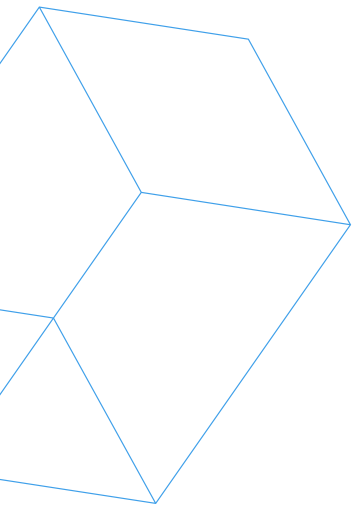
The Solution

While Bikes.de already benefited from commercetools Composable Commerce for its B2B online shop, the next step was to connect its multi-dealer structure and respective ERP systems within the platform. Thanks to the commercetools API-first solution, the company was able to implement multiple purchase options quickly, such as click & reserve and click & collect. This enabled a future-ready business model to scale product variations.

> **The headless shop approach and composable architecture provide the flexibility we need in our complex marketplace model. We are now able to implement the resulting complex combinations in a simple, manageable buy box logic with the help of commercetools.**
>
> **GEORG WAGNER**
> HEAD OF MARKETING, BICO ZWEIRAD MARKETING GMBH

Why it was a success

Implementing composable commerce provided a flexible infrastructure to power the different product combinations available on Bikes.de and has led to higher speed conversions and less complexity in managing product information in the backend. At the same time, customers gained the option to configure their dream bikes easily — an appealing customer experience that drives conversions up.

In addition, Bikes.de integrated a payment service by Unzer to streamline payment for local dealers and developed a deeper integration into the retailers' ERP systems for an optimized matching of products, availability and orders, reaping the benefits from the MACH architecture.

On top of backend changes, Bikes.de set up a magazine for biking enthusiasts available on its frontend powered by the headless CMS provider Contentful.
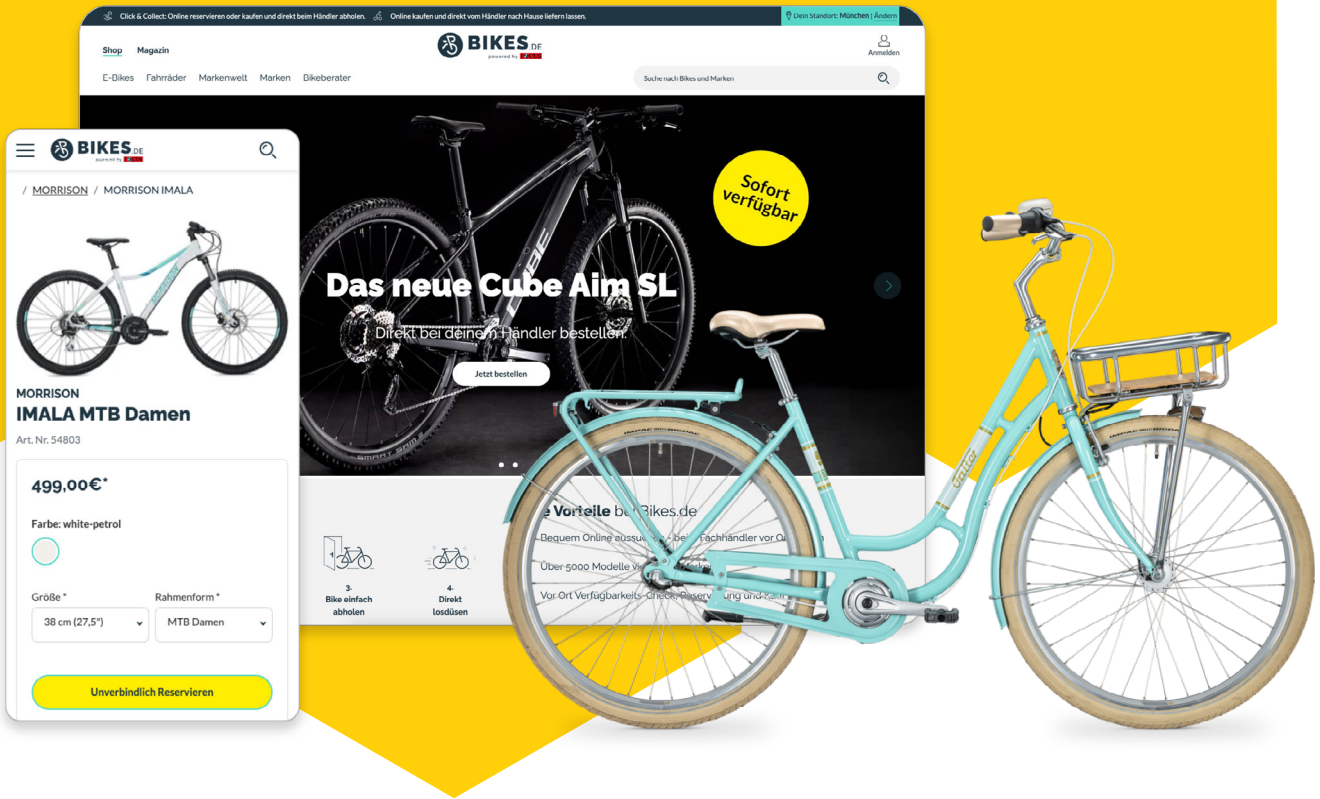
commercetools features for Bikes.de

Subscriptions
Profit from recurring payments for stable cash flows, plus higher customer loyalty, without effort.

Orders
Customers can shop however they want, online or offline, without any friction.

GraphQL
Developers can retrieve the exact data they want from any source to build customer experiences faster.

About commercetools

commercetools is the world's leading software for next-generation B2C and B2B commerce. To break the market out of being restrained by legacy suites, commercetools invented a headless, API-first, multi-tenant SaaS commerce portfolio of cloud-native that uses flexible microservices. Using the commercetools portfolio, customers can deliver the best commerce experiences across every touchpoint on a large scale. commercetools has offices across the US, Europe, and Asia Pacific, with headquarters in Germany. Since 2010, commercetools software has been implemented by Fortune 500 companies across industries, from retail to manufacturing and from telecommunications to fashion.

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