CASE STUDY DANONE

How Danone built their digital commerce on headless architecture and a highly scalable cloud-native platform

Danone is a leading global food and beverage company built on 4 businesses: Essential Dairy and Plant-Based Products, Waters, Early Life Nutrition and Medical Nutrition.

With products sold in over 120 markets, the company portfolio includes brands present worldwide such as Activia, Actimel, Alpro, Volvic, Evian and more.

COMPANY SIZE
28 Billion USD

MARKETS
120

HEADQUARTERS
Paris, France

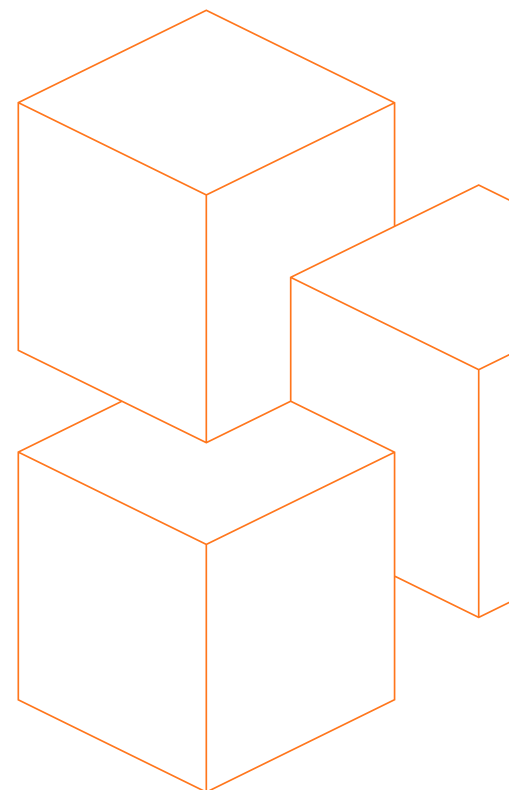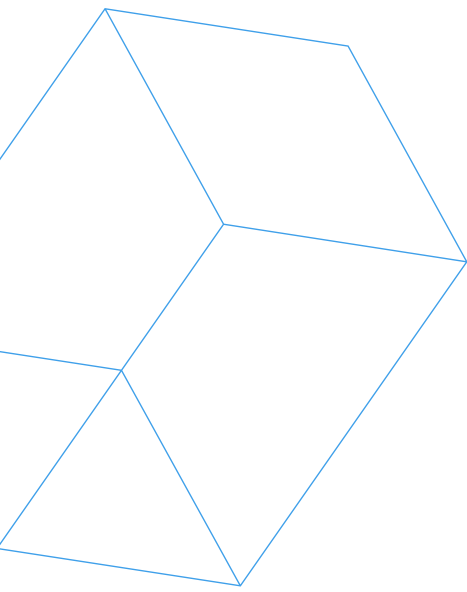**INDUSTRY**
Food

BUSINESS MODEL
B2C

WORKED WITH PARTNERS
Lab Digital

The Challenge

As a multi-brand food corporation, Danone needed a flexible data model for their localized projects and D2C business model.

The Solution

With the headless commerce architecture and highly scalable cloud-native platform of commercetools, Danone found the flexible data model that they needed to meet their business goals.

> " We were stuck in the past, with very monolithic decisions having to be made. So we decided to switch to a MACH architecture, which allows us to be modular, to pull components in and out. Fundamentally, we are building a modular system, we are making impactful choices for commerce and we absolutely put commercetools at the heart of this.
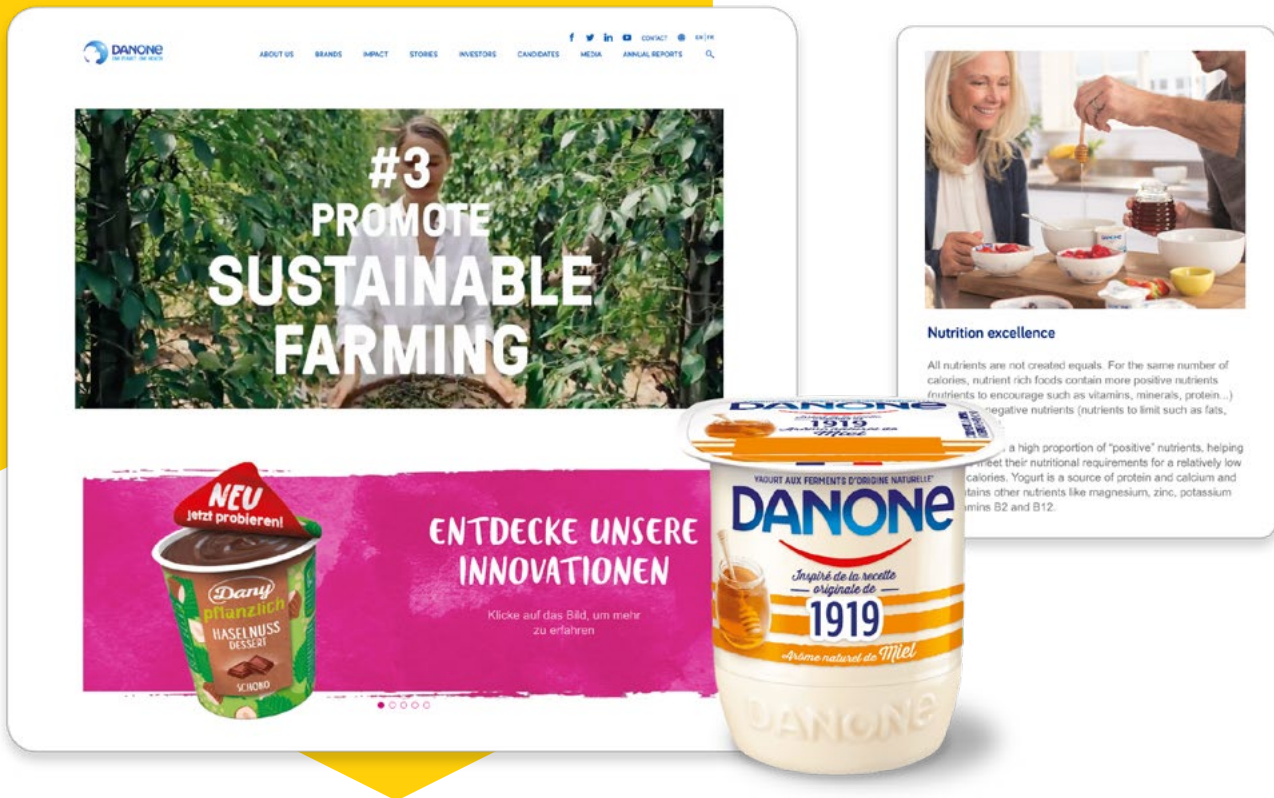
LUKE O'CONNELL
GLOBAL ENTERPRISE SOLUTIONS MANAGER, DANONE

Why it was a success

Danone was granted access to best-in-class technology solutions at a cost that all markets could afford. The global core technology assets were placed at a content, profile and data level, and local activation decisions were put in the hands of the markets to customize to fit their specific business needs and capabilities.

commercetools

commercetools features for Danone

Pricing
Flexibility to offer different types of pricing, discounts and subscriptions for brands with different products.

Global Platform
Single platform with a market template and localization enabled a phased global roll-out.

PIM (Product Information Management)
Limitless customization to store any range of products offered by Danone's brands.

About 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.

commercetools