CASE STUDY EMMA - THE SLEEP COMPANY

# How the sleep brand Emma is building an eCommerce solution to fit their rapid business growth

# Emma
The Sleep Company

With more than 2 million mattresses sold, Emma - The Sleep Company has become one of the fastest-growing and world-leading D2C sleep brands. Emma products were given 75 international awards in 2021, and Emma's flagship product is the Emma® Bed-in-a-box.

Emma mattresses are sold in over 3,500 stores, plus their partnerships with several retailers empower their successful D2C online strategy. In their first non-European market, China, the company grew by more than 50 percent in 2021, and expects to open hundreds of shops across China to complement the online business.

**COMPANY SIZE**
645 Million EUR

**MARKETS**
30

**HEADQUARTERS**
Frankfurt, Germany

**INDUSTRY**
Retail

**BUSINESS MODEL**
B2C, D2C, B2B

**WORKED WITH PARTNERS**
Fluent Commerce
Contentstack
Pulpo WMS
Azure
Microsoft Dynamics 365 & Supply Chain Management

## The Challenge

Would you buy a mattress online? In 2013, the year Emma was founded, hardly anyone thought the company's resounding success was a possibility; it was rare for customers to purchase a mattress that they hadn't tried in-store. But the product and concept have convinced more than 3 million customers to date to buy both online and in-store. With a company growth of around 170% in 2020 compared to the previous year, the existing commerce system could no longer scale with Emma's continuous rapid growth and ambitions.

A new target architecture was designed as part of a replatforming project: The Emma Commerce Operating System (EmmaCOS) and commercetools were chosen as the basis for their future composable commerce architecture.
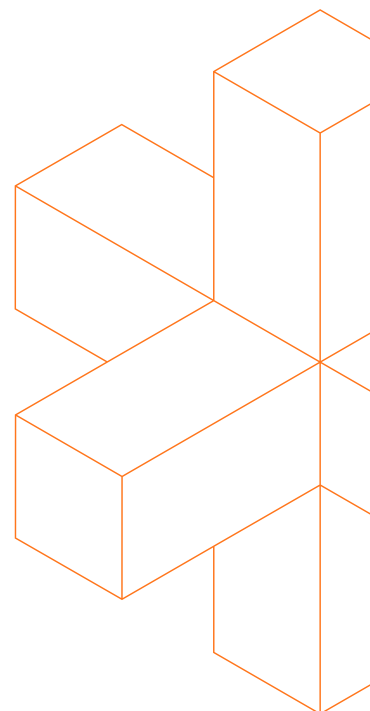
# The Solution

Emma's new commerce ecosystem consists of best-of-breed solutions, including systems for order, content and warehouse management. These can all be combined in an agile and flexible way using commerce APIs. Other features include identity and access management, a product management system (PIM), order processing and a powerful promotions engine. The commercetools backend can be quickly and easily adapted to Emma's individual needs and, with its unique flexibility and scalability, offers the necessary space for their future company growth.

After only four months of development, the first market went live in August 2021: Emma Colchón Colombia. Gradually, the tech team is working to extend to all existing and future markets. In the meantime, Chile and Mexico have also gone live on the EmmaCOS.

> **commercetools is the first eCommerce solution that was designed to be headless and cloud-native from the start and that has excellent developer tooling at its disposal. We are pleased to have found the perfect partner for Emma's eCommerce platform of the future.**

**ANDREAS WESTENDÖRPF**
CTO, EMMA - THE SLEEP COMPANY

# Why it was a success

With commercetools, Emma can simultaneously grow their business in over 30 markets across a wide variety of channels. An enormous improvement and acceleration in the workflows were already observed during the introduction phase; due to the decoupling of the frontend and backend, decisions regarding the implementation of business functions are much less complicated. The teams can work on several topics at the same time and, thus, make rapid progress.
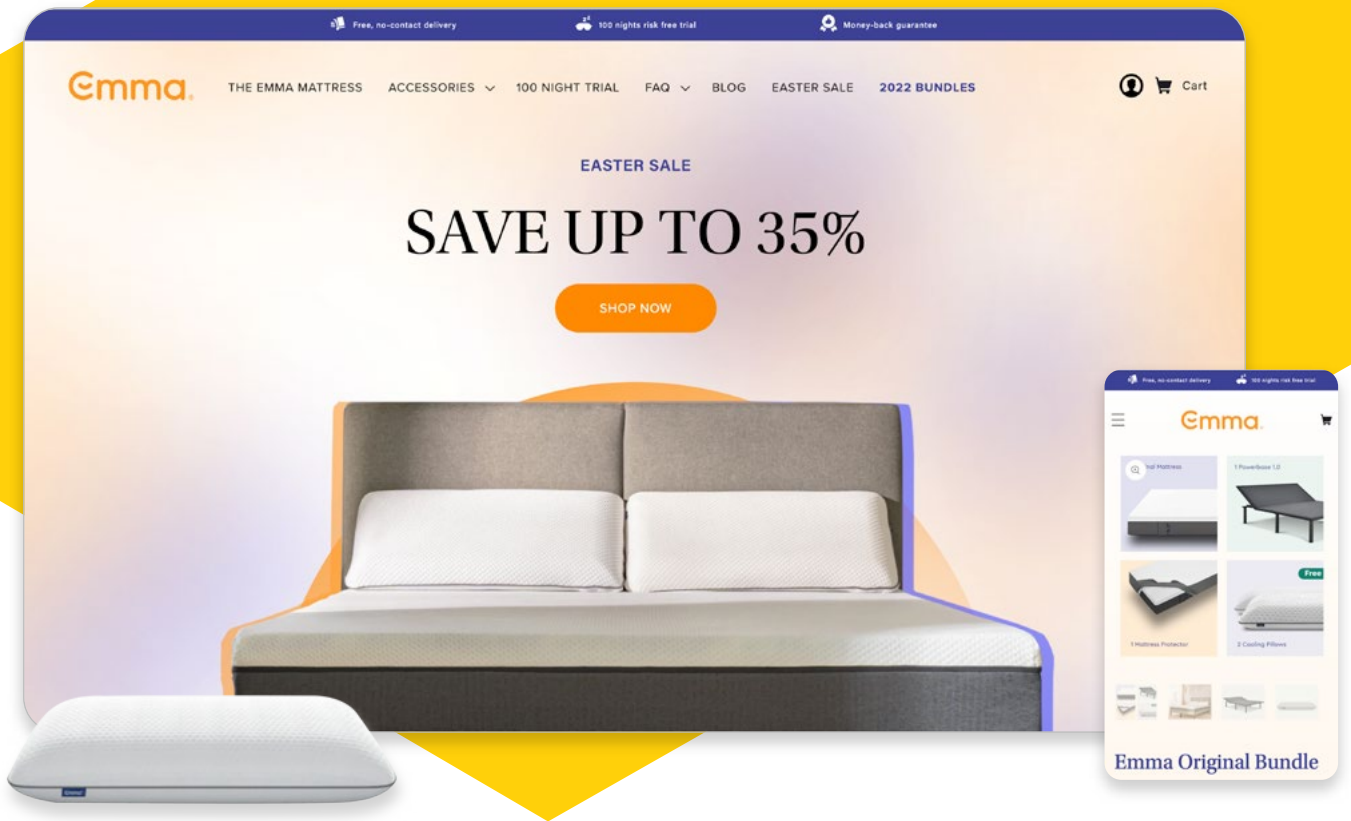
# commercetools features for Emma

**Cloud-based Commerce**
Accelerated access speed and improved customer experience thanks to local delivery of static content via a content delivery network (CDN).
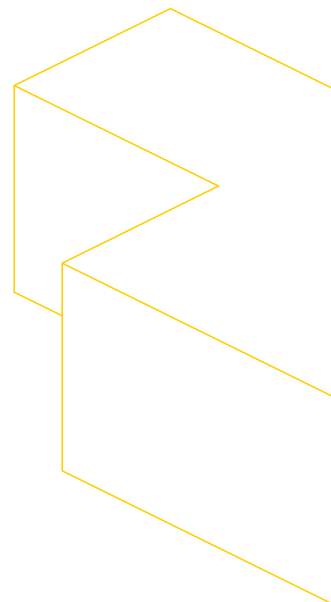
**100% Headless & API-first**
Maximum flexibility for future growth in markets, channels and products by adding/replacing components via APIs.

**Developer-friendly**
300+ predefined APIs and best-in-class developer tooling.

## 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, cloud-native, multi-tenant SaaS commerce portfolio 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.