commercetools
Next generation commerce

promod

How Promod built a new commerce platform with a MACH-based architecture

promod

Promod is a French brand specializing in women's ready-to-wear clothes. Founded by Francis-Charles Pollet in 1975, the brand is now present in France, Belgium, Luxembourg, Switzerland and Malta. The company employs over 2,000 personnel and distributes their products from a network of nearly 600 stores worldwide.

COMPANY SIZE
305 Million EUR

MARKETS
10

HEADQUARTERS
Marcq-en-Barœul, France

INDUSTRY
Retail

BUSINESS MODEL
B2C

WORKED WITH PARTNERS
ContentStack, GCP EU, Valtech, Vue Storefront

The Challenge

Since the 1990s, the CEO of Promod has understood the business' future lies online. Fast forward to today: 8% of Promod's turnover comes from online sales and 60% of their in-store purchases are influenced by their digital channels. Now, Promod wants to develop eCommerce further, aiming at tripling its digital revenue by 2025. To meet this goal, however, Promod knew that the technology they chose for their first online store was no longer suitable. Their current platform no longer allowed the uniqueness of the brand to come across.
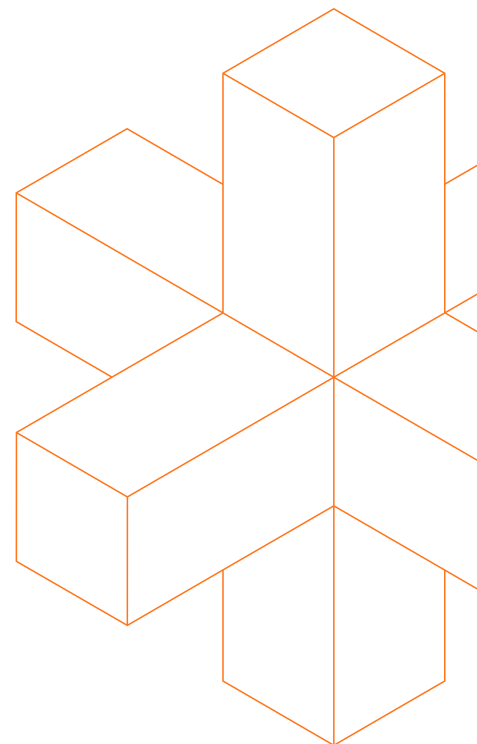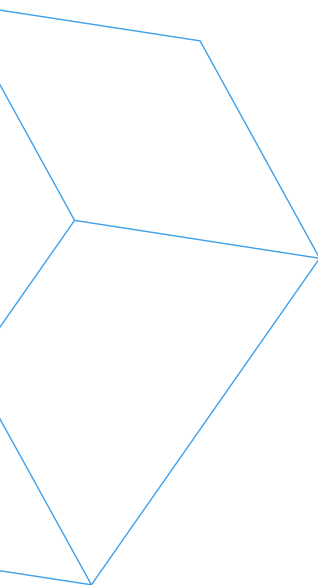
The Solution

To develop an eCommerce website in line with the brand's DNA in early 2021, Promod chose commercetools Composable Commerce to replace the aging, monolithic solution used previously. Instead of opting for yet another all-in-one solution with features they don't need, the company chose the flexible, à la carte portfolio of customizable and extensible APIs that perfectly matched their needs.

Promod aimed at going full MACH across its tech stack. For the frontend, they chose ContentStack, a member of the MACH Alliance, as their CMS partner to reflect the company's DNA and brand across its online presence. In the commerce backend, Promod chose commercetools for the checkout process of the online store for scalability and agility, and to facilitate a responsive mobile shopping experience. The SI (system integrator) Valtech supported the implementation.

> **commercetools fit very well into our best-of-breed strategy. We were looking for something that allowed us to integrate existing modules developed in-house and that we wanted to keep.**
>
> **CLAIRE THELLIEZ**
> INFORMATION SYSTEMS DIRECTOR, PROMOD

Why it was a success

Although the re-launch of the website was completed quite recently, the first figures are encouraging; the staff at Promod are already delighted with the stability of the platform and its resistance to the workload. Their IT and business departments are now exploring all the possibilities that the tools from commercetools offer.
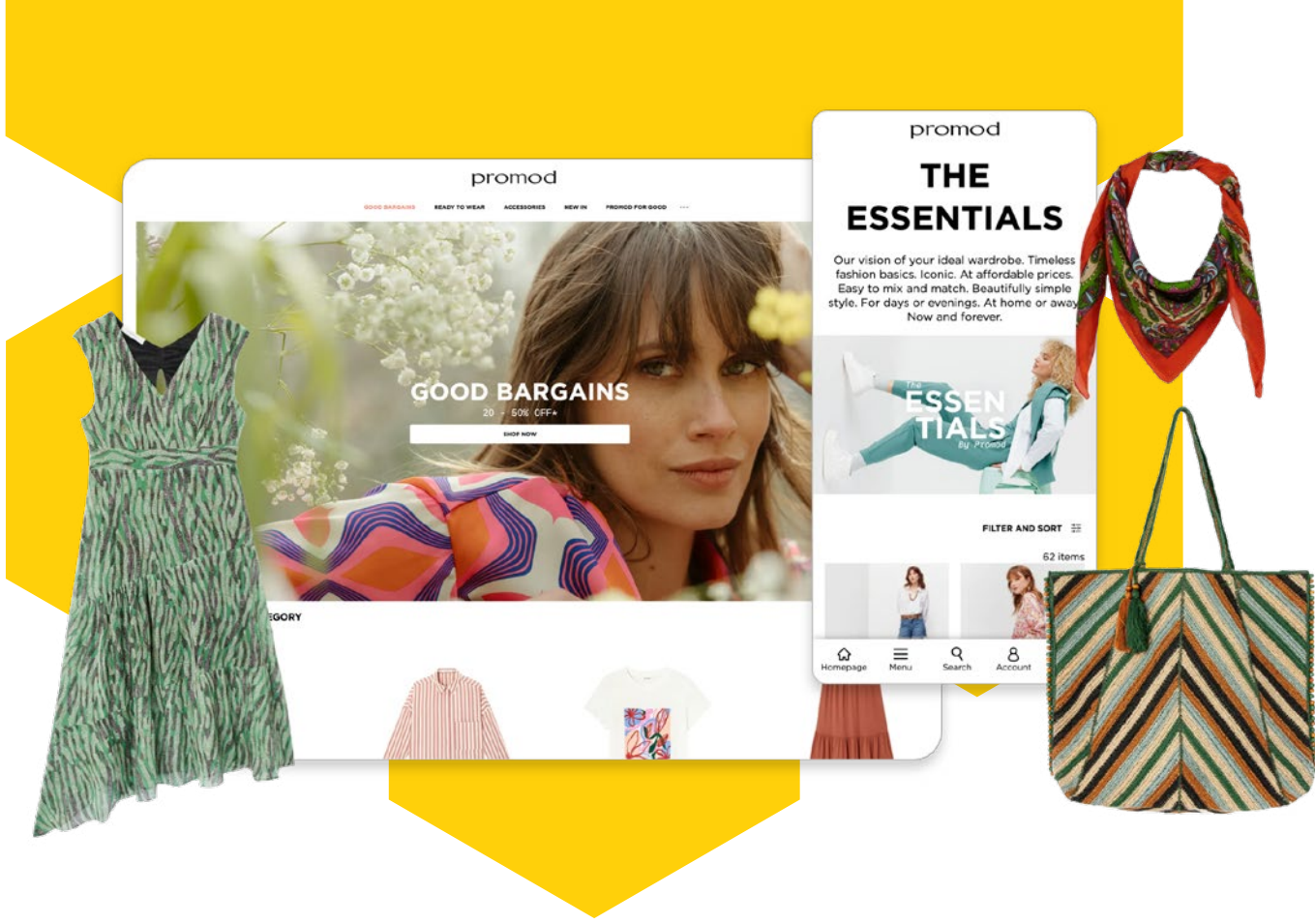
commercetools

commercetools features for Promod

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

Cart
Simpler cart and order processes streamline the buying experience.

Checkout
Control over the entire checkout process – from login to payment confirmation and from billing to shipping.

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.