



CUSTOMER STORY WOOLWORTHS

How Woolworths launched a new on-demand grocery delivery offering in just four months



Known as “Australia’s Fresh Food People,” Woolworths is Australia’s largest supermarket chain with a vast range of products, including food, home and personal care goods. The company employs over 200,000 people and operates over 1,000 stores across Australia and New Zealand.

KPIs

- **4 months** to add a new online delivery channel
- **5 months** to roll out a new channel to 30 Woolworths stores
- **185 suburbs** delivered to within 3 months of launch

The Challenge

In recent years, the on-demand grocery delivery market has expanded into a \$100 billion USD per year sector. After all, consumers want the convenience of fresh food delivered fast.

Woolworths wanted to leverage its extensive range, supply chain and market reach in the on-demand grocery market by launching a new app called **MILKRUN** for on-demand groceries that are delivered fast.

This initiative required a fast and scalable technology stack to enable Woolworths to get its products to market quickly despite needing to support complex business rules and integrations with existing Woolworths store supply and fulfillment chains.

COMPANY SIZE

40.86 Billion USD

MARKETS

2

HEADQUARTERS

Bella Vista, Sydney, Australia

INDUSTRY

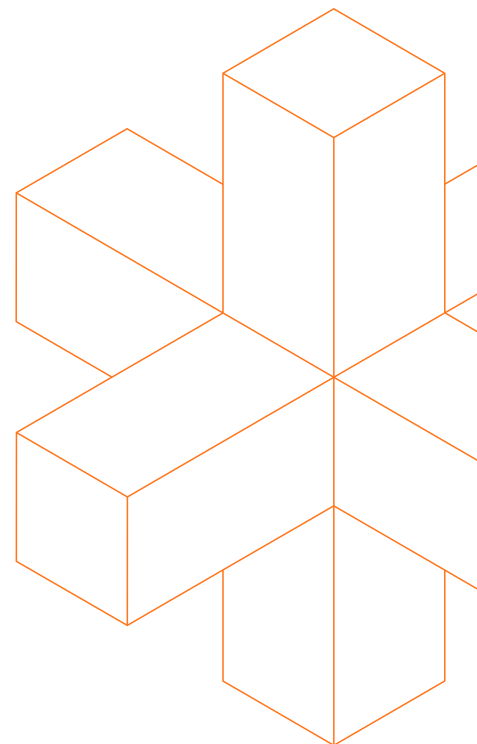
Retail

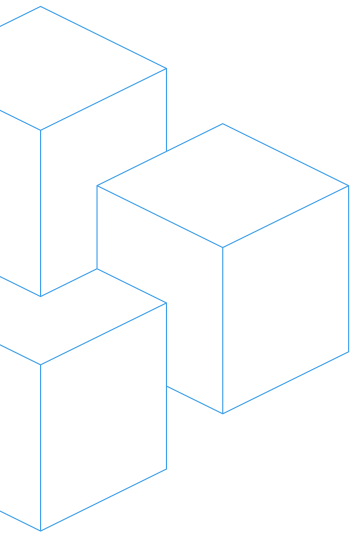
BUSINESS MODEL

B2C

WORKED WITH PARTNERS

Google Cloud, Algolia, Overdose.Digital, Bloomreach, Cybersource





The Solution

Woolworths successfully boosted its eCommerce tech stack by strategically leveraging the capabilities of [commercetools Composable Commerce](#) (found via the [Google Cloud Marketplace](#)). Alongside Google Cloud, Algolia and Cybersource, the grocery giant enabled the swift integration of iOS and Android shopping channels within the remarkable timeframe of just four months.

Google Cloud's value in the grocery shopping space became particularly evident through its provision of a scalable and robust cloud-native infrastructure. This capability empowered Woolworths to efficiently manage the heightened demand generated by mobile shopping channels, a critical aspect of grocery shopping, where scalability is paramount.

By combining the strengths of these best-of-breed vendors and embracing the composable commerce approach, Woolworths not only expedited its entry into the mobile commerce arena but also fortified its position as an innovative force in the fast-moving eCommerce landscape.



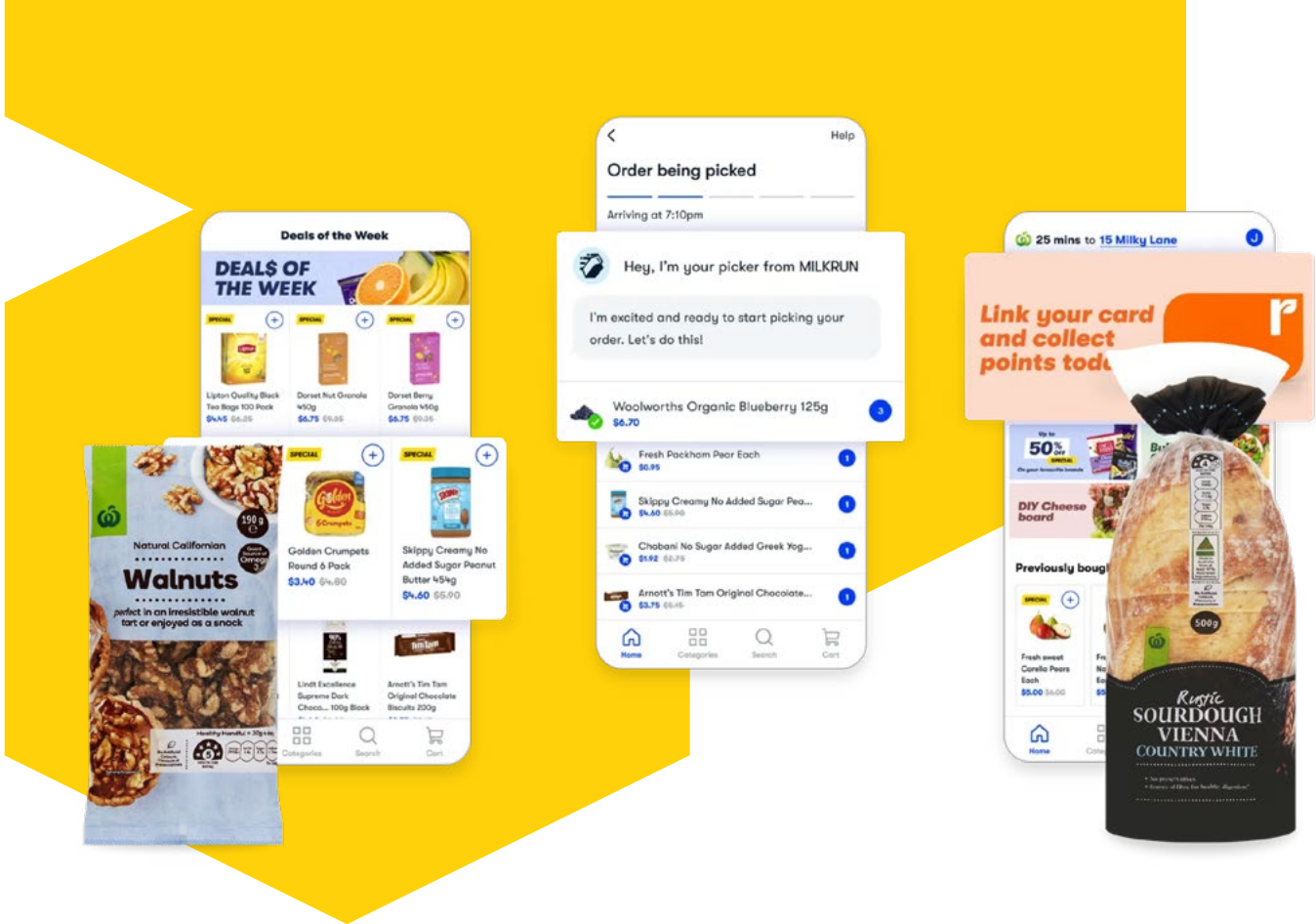
commercetools Composable Commerce has been a game-changer for us in adding new digital touchpoints. Its modular and flexible architecture enabled the seamless addition of our new grocery app while leveraging the scalability, resilience, cost efficiency and security benefits of cloud-native architecture.

VENKY KUMAR
CPTO, MILKRUN

Woolworths 

Why it was a success

Woolworths has not only created a viable new revenue stream that forms part of its platform renewal strategy, but its new composable commerce architecture enables the company to incorporate best-of-breed product partners. This frees in-house technical teams to focus on initiatives that differentiate its offering, rather than building and maintaining commoditized capabilities.



commercetools features for Woolworths



Promotions

Accommodates grocery-specific pricing models with an advanced bundling and rules-based promotion engine.



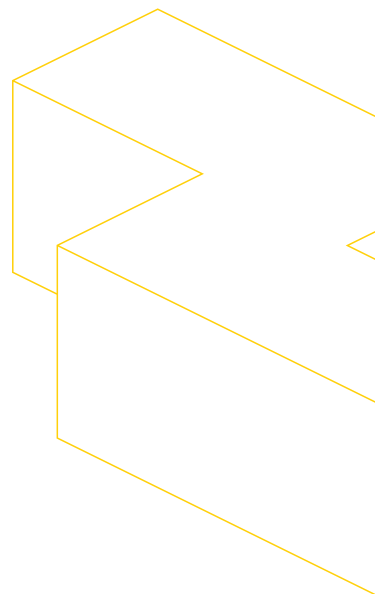
Product Catalog

Supports a rapidly growing product catalog with advanced inventory management across dozens of fulfilling stores.



100% Composable

Best-of-breed solution to flexibly select and integrate the most optimal features for each aspect of the business.



About commercetools

commercetools founded the headless commerce concept, and is the industry-leading composable commerce platform enabling brands to adapt and lead evolutions in digital commerce. commercetools provides its customers with the agility and tools needed to innovate and iterate on the fly, merge online and offline channels, take advantage of new markets, drive new and higher revenue-generating opportunities, and future-proof their eCommerce business — without incurring technical and operational risks.



commercetools

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