Quench your thirst whenever you like - Durst's app makes it possible

Platform Economy Meets Mobile App

When Durst started planning its product as a greenfield project, the startup knew exactly what it wanted from a commerce solution:

– be mobile-first, to serve as the basis for the customer-centered beverage delivery service

– be a combination of a marketplace and a multi-interface shop system to meet the expectations of both retailers and customers

– serve as the technical base for handling the entire process, including logistics, via a reliable platform

An out-of-the-box solution was not sufficient for these goals. They looked at other shop systems, but Spryker ultimately won them over with its tech-savvy approach, platform development capabilities, and scalable licensing model.

A digitally driven solution to quench the customers' thirst - and a powerful tool for retailers

For many beverage manufacturers, setting up their own online distribution channel is a costly process, because the delivery of beverages follows a regional business model. Durst helps these companies via the merchant platform so they can easily make their products digitally available. The Durst App provides the end customers an additional order channel.

How was Durst able to achieve a speedy launch for the app and merchant platform?

Durst wanted to go live with three goals in mind, all of which have been achieved with their **MVP approach**. In order to bring such a Minimum Viable Product to the market, the Durst team …

…set up a comprehensive database with products and integrated this via connection to the PIM of Spryker-partner Akeneo.

… provided interfaces so that the mobile app and the platform for the retailers would work.

… developed a completely digital ordering process based on Spryker modules and expanded it with its own modules.

Which three concepts allow Durst to outperform the beverage store around the corner?

1. API-first - the new way of headless commerce

Is the online shop a thing of the past? Durst has realized that customers much prefer to order beverages using their smartphone. Regular retailers can easily integrate products on the platform and offer them for sale via a link to the app.

The API-first concept means that there is no classic webshop with an inseparable front-end and back-end. Various selected front-ends and systems can be flexibly connected to the modular back-end via the API. This way, the transaction is not based on a mere shop solution, but is headless and can be loaded with a multitude of customer interfaces.

kern punkt

It's a Match

On their way to the launch, the platform provider was supported by Spryker partner-agency kernpunkt. kernpunkt provided the necessary infrastructure and specialized resources to support Durst's agile approach and to significantly advance the MVP.

2. Individualization through technology ownership

A glance at the market shows that beverages are still mostly purchased in regular stores. Digitizing this business model and implementing it in its complexity in a user-friendly way requires the company to think for themselves from the very first second. For this reason, the possibility of full technology ownership is particularly important for Durst. And they've got it. For example, the combination of logic and processes behind calculated delivery time windows was seamlessly integrated into the Spryker Commerce OS by Durst itself.
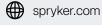
3. Flexible growth and solid performance

What works for the customer and guarantees efficiency today will no longer suffice tomorrow. Thanks to the modular structure and the API-first approach, Durst can connect various customer interfaces as well as additional systems or even servers at short notice. Touchpoints and workload can be reduced or expanded at will. This allows for maximum user-friendliness on the one hand and scalability on the other.

> "We want to roll out our platform nationwide as quickly as possible and offer it in all cities with more than 50,000 inhabitants - that's about 150 in Germany. So we are constantly expanding our product range and availability. Thanks to Spryker's flexible and modular architecture, we were able to implement the launch and further development using an agile MVP approach. We couldn't find any other provider that had the solid API-first approach with the combination of mobile app and merchant platform in this form, and we are excited to be able to now fully dedicate ourselves to Durst's growth."

- Matthias Steinforth, Founder & Managing Director at Durst