

Performance Success in the Bag



Since 2010



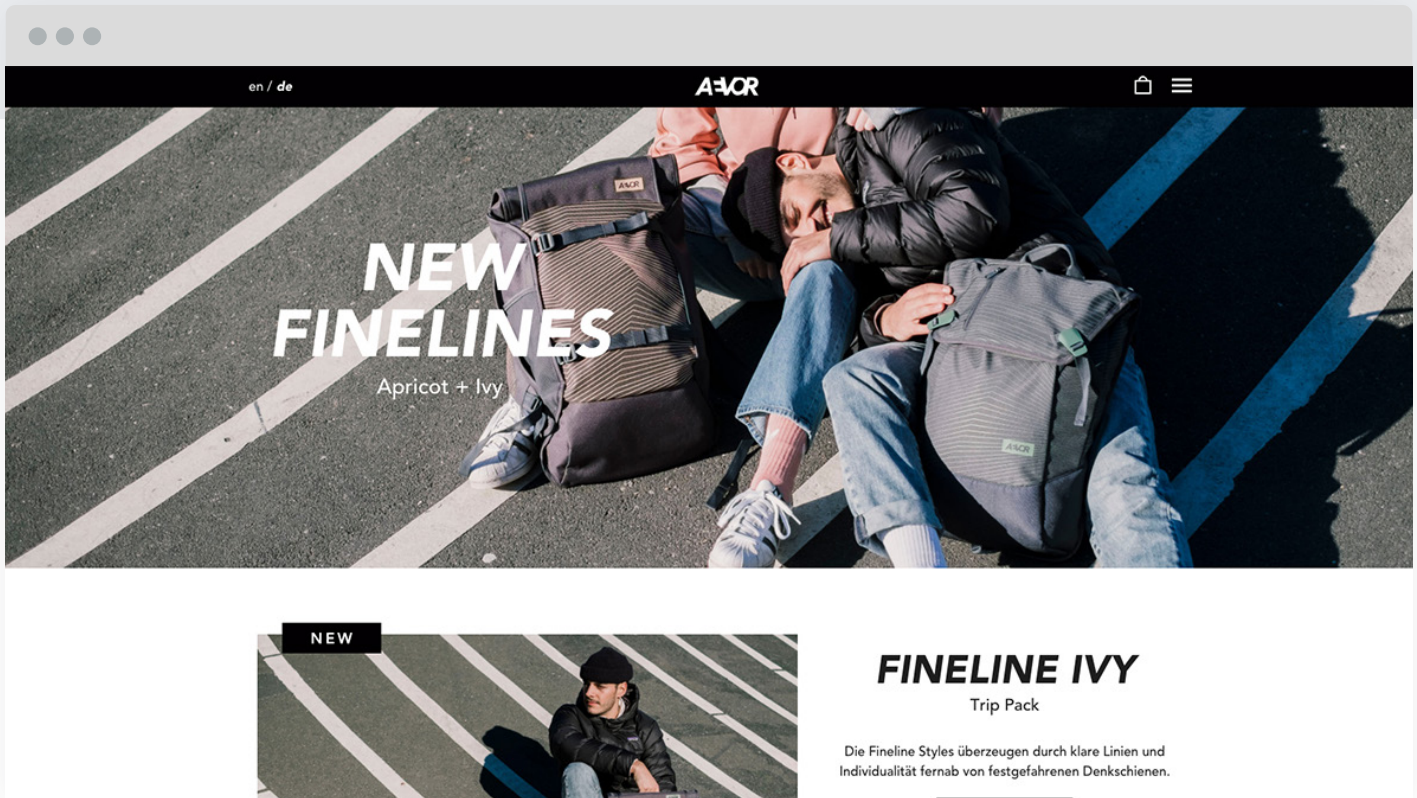
7 brands



€ 69m revenue in 2017



Available in 35 countries



Step-by-Step Implementation of a Re-launch

With a digital-first approach, the platform, operating various branded shops for fashion, bags, backpacks, and accessories, has grown into an international brand. Applying this train of thought to their processes FOND OF has been able to capitalize on quick implementation from the very beginning.

FOND OF, however, foresaw the end of their previous shop platform, as the product Magento 1 will be completely discontinued, and a conversion to Magento 2 is tantamount to a re-launch. For two reasons, the Cologne-based company opted for the Spryker Commerce OS instead.

” No other shop system offers the same level of performance and scalability. Spryker clearly stands out in this respect. What’s more, our development team was excited by the product from the very first moment.”

- Till Hess, Head of Digital Product & Tech FOND OF



How has the Company Implemented Their Re-launch with the Spryker Commerce OS?

To maintain the high speed of implementation which the company applies to all of their projects, FOND OF adhered to two principles, and, in doing so, was able to realize their re-launch in about 100 days.

Technology Ownership

Outsourcing helps in some places but can have drastic effects if you suddenly lose access to the source code. It was crucial for FOND OF to secure in-house know-how. Only if you know where you're actually headed, you can control your own destiny- internally and externally.

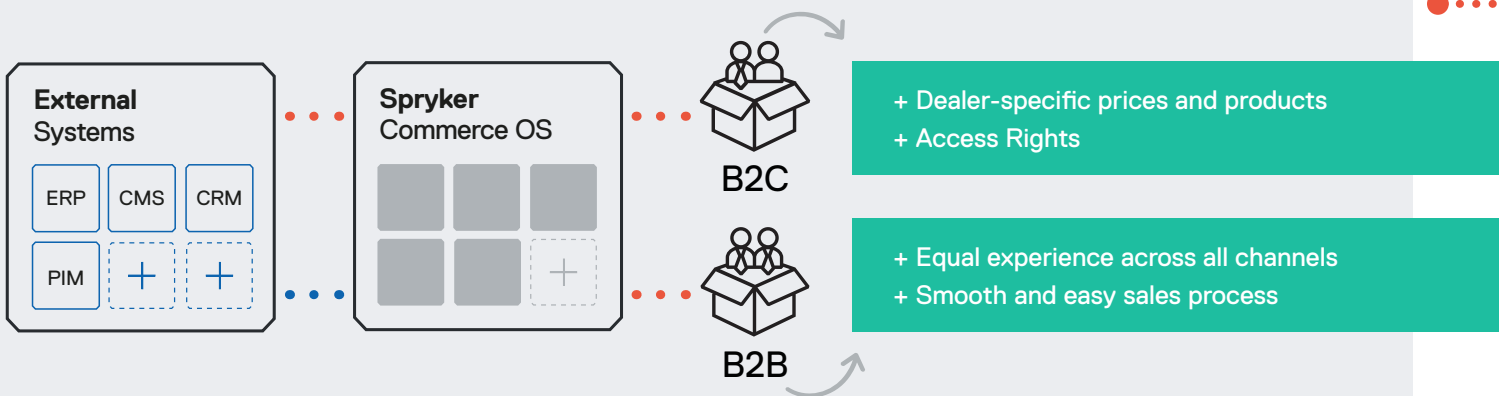
From small to large

Similar to the approach of an MVP (Minimum Viable Product), FOND OF kicked off their system switch with one brand, only to then roll out all seven brands on the Spryker Commerce OS step-by-step.

What does FOND OF hope to Achieve by Using the Spryker Commerce OS?

As an old hand in e-commerce, FOND OF knows how important high-performance service is. Shop and system performance are the top priorities here. Instead of creating new shops for each of their B2C brands, the company can easily duplicate the back-end logic and desired features and set out on making adjustments to the individual customer experience as required by the brand. This approach saves time and ensures consistent standards across all platforms.


FOND OF's B2B division will be run on a B2B-specific version of the Spryker Commerce OS, and offers a partner portal for the different dealers. Although the requirements for both channels are different, they link to the same product catalog. The link makes it possible to use the same data while adapting it to the user's requirements.




Escaping the Interface Management Jungle

Standard software always covers a certain standard - the name says it all. This standard cannot always meet interface requirements. Most interfaces require a connection that offers the perfect balance between individual adaptation and uniform data harmonization. Whether ERP, the CMS system Contentful or the PIM Akeneo: all interfaces from third-party systems have been linked to the Spryker Commerce OS. The linear data transfers ensure that all systems communicate with each other without any problems and that large amounts of data can be processed intelligently and efficiently.



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