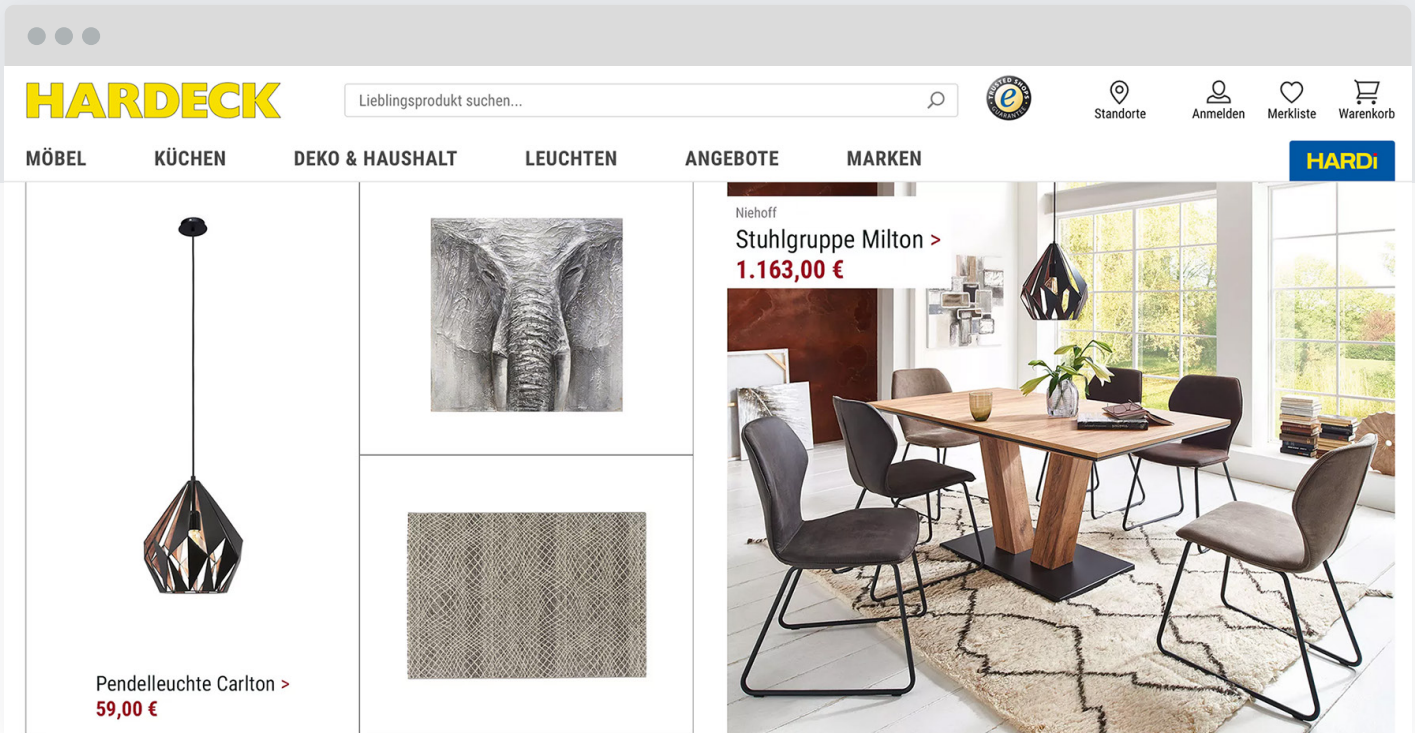


Performance Boost Enables Front-end Development



Why a standard shop is not enough for HARDECK's strong and varied product catalog and maximum loading speed

Originally, looking for out-of-the-box shop software, the German furniture store HARDECK decided on a customizable e-commerce solution: the Spryker Commerce OS.

” Spryker convinced us with its software philosophy. The modular structure, the higher flexibility and the prospect of fast and individual solutions were crucial for our decision in favour of Spryker.”

- Dirk Hardeck, CEO HARDECK

Time-to-Market is a key success factor

For HARDECK, there is a plethora of factors determining the individual requirements for a fully competitive e-commerce solution. The furniture store HARDECK offers a strong and wide assortment, which requires multi-layered product information and extensive article data maintenance.

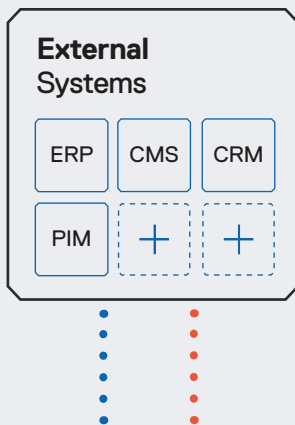
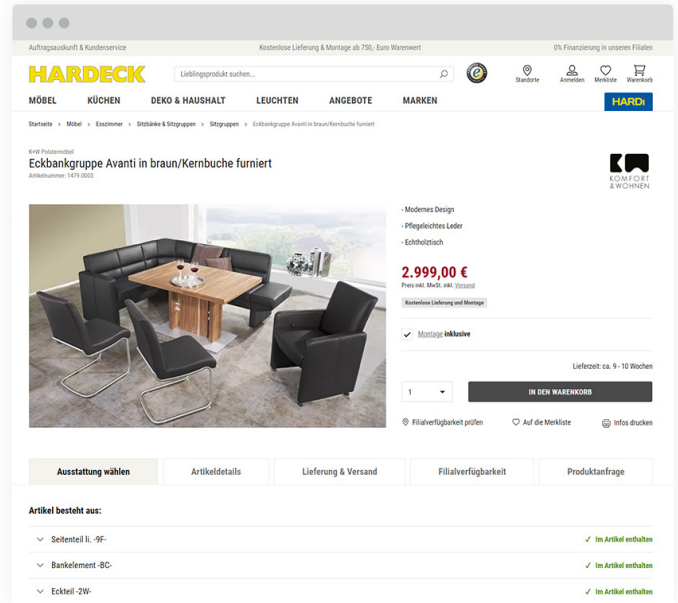
Fulfillment is challenging on many accounts and time to market is a key success factor in the system support of the store. The furniture retailer itself wants to set the pace for innovation, individualization and functional development, instead of adhering to a predefined feature set.



Combination of complementary articles

Many articles can be combined as standard products with complementary articles, such as a dining table with a matching bench seat and a variety of different chairs in a freely selectable quantity. This complex article structure and the resulting category tree require communicating systems that are easy to handle both in maintenance and in the customer-oriented product presentation.

HARDECK uses the combination of an external PIM (Product Information Management) together with the configuration of the product bundling in Spryker's Commerce OS.



The Spryker Commerce OS efficiently integrates various partners

To ensure a smooth flow of these product updates and customer orders, it is important to guarantee a reliable data exchange between all external systems and the Spryker Commerce OS. As an essential prerequisite for the fulfillment in the ERP systems at HARDECK, the order splitting of parcel or forwarding shipments already takes place in Spryker's back-end.

The Spryker Commerce OS efficiently integrates various partners, such as payment and hosting providers, and also existing software, such as ERP or email systems.

” *Spryker is darn fast. Complex article data models, shopping basket rules and business logic are mapped in a highly scalable way in Spryker. If there would be an award for ‘fastest German furniture shop’, we would definitely get it”*

- Dirk Hardeck, CEO HARDECK



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