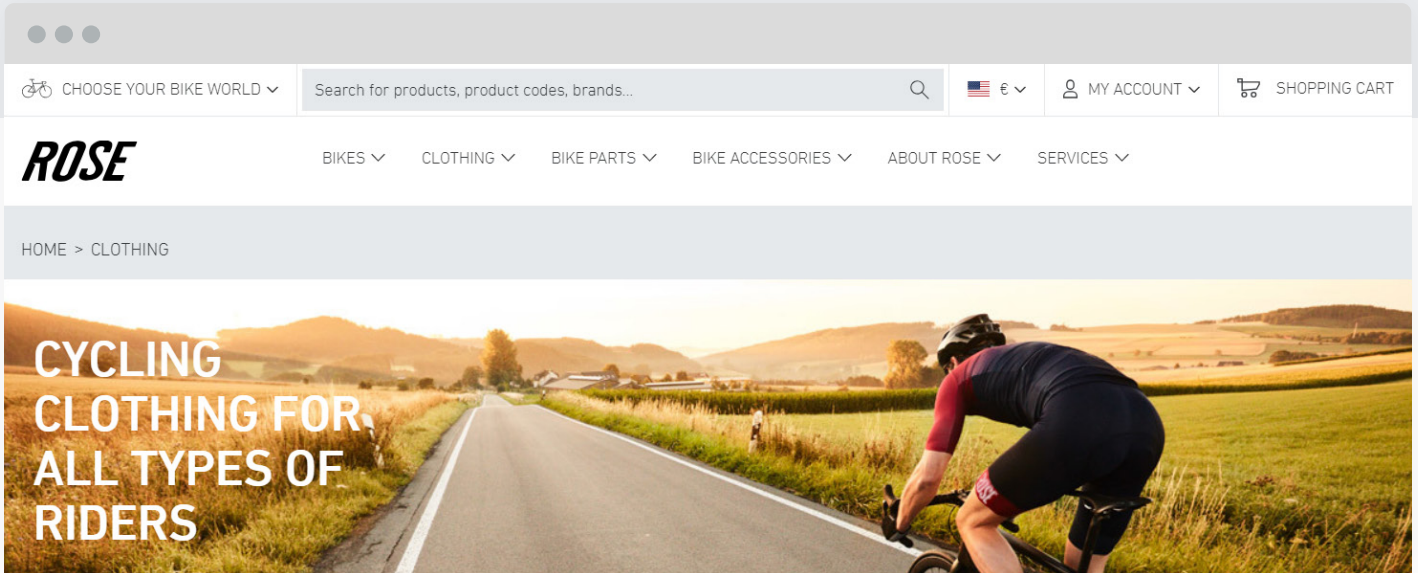


## Start into the Race with Technology Ownership

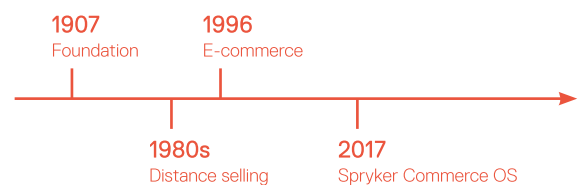


### ROSE Bikes needs more than just a standard e-commerce shop

The topic of cycling is highly emotional for many people, even representing a very individual lifestyle. Not least for this reason, ROSE Bikes' core values include functionality, straightforwardness and extremely customer-oriented services, coupled with a high degree of individuality. To convey this mixture of technology, emotion and passion for cycling, ROSE Bikes needs more than just a standard e-commerce shop. There is more on offer than the customers' desired function and design. ROSE Bikes might not be reinventing the wheel, but they are definitely reinventing cycle purchases and the configuration experience.

### Transformation for the whole company

As a pioneer in distance selling and online mail order, ROSE Bikes not only realized how important it is for a company to be constantly developing and trying out new things. In its own logistics center, and even in its graphics and design department, ROSE Bikes has always taken an innovative approach. From that starting point, the step toward a company-wide transformation was not difficult.



### MVP to Launch

The company followed a classic MVP approach for the relaunch. Having a clear view of the most important features, it succeeded in keeping the e-commerce transformation focused and lean.

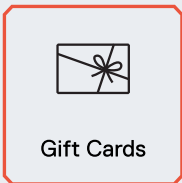
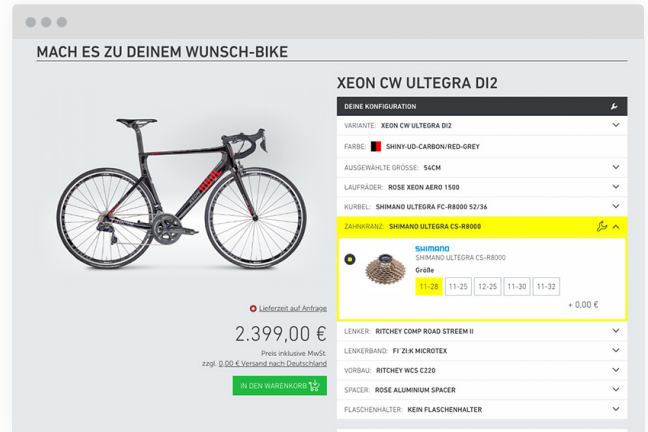
” The market is getting more and more competitive, the number of market participants is increasing, the margins are falling and the degree of digitalization of processes and products is steadily increasing. We have to adapt quickly and flexibly to changing conditions and try out new things. This is why technology ownership is hugely important for us to be able to survive and grow in a very dynamic environment.”

- Thorsten Heckrath-Rose, CEO ROSE Bikes



## Build your own... bike!

For ROSE Bikes, the key feature is bike configuration, which is gradually being expanded and optimized. Customers can design their bikes individually from components, so they are better configured to their own requirements. The integration of product attributes and tags has now improved categorization in the shop. The combination of product attributes and filters then facilitates the targeted and detailed structure of the search function for the configurator as well as for the rest of the shop. Elasticsearch has also been implemented with many powerful features, such as the synonym search. These features help simplify the user journey in the shop and take the presentation to a new level – all controlled by us and therefore perfectly adapted to ROSE Bikes' requirements.



## Referral measures made easy

Gift vouchers are a great opportunity for attracting new customers and increasing sales. ROSE Bikes has implemented this Spryker feature and offers it as a gift idea for bike lovers. The system is set up to send vouchers by email, so there are no shipping costs and they are immediately available.

## Sale, Sale, Sale

ROSE Bikes uses the Spryker Discount Engine to offer its customers attractive prices and special offers, as well as B-grade goods. Using this, discount rules can be created quickly and clearly, and even time-limited price promotions are child's play to implement.



## New shop, happier customers

The Spryker Commerce OS is helping ROSE Bikes increase usability and reduce the rate of shopping-cart abandonment. According to Managing Director Heckrath-Rose, the speed has increased many times over, significantly reducing the number of abandoned purchases.

