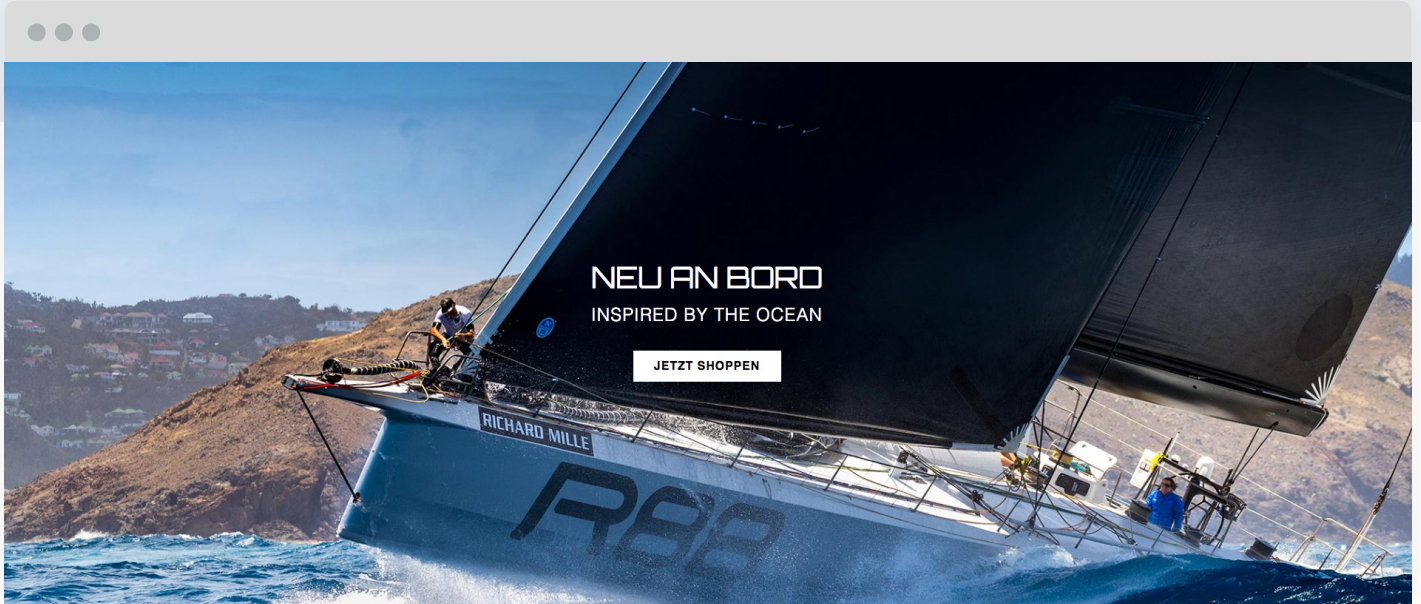


## Quick Launch with Huge Feature Set



To keep in touch with your customers in the long term, you have to be able to adapt your brand world quickly.

Code Zero realized that this would not work with a stiff shop system before entering into its first launch. This is why **speed** was near the top of the priority list when launching the maritime lifestyle brand with the Spryker Commerce OS.



**Fast Launch** – Code Zero got its brand-new store on the market in under 100 days.



**Fast development** – new features and connections can go live in a matter of days – not months.



A **user experience** with maximum focus on the customer allows customers to complete a purchase with just a few clicks.

” Sequences of sailing adventures, fine weather, rough seas or even yacht clubs unleash daydreams and yearning. Code Zero is the way to get a little closer to these dreams.”

For CEO Nico Heer, Code Zero conveys far more than functional products. Obviously, this only works with the right content in the right places – implemented by Spryker with the versatile CMS.



CMS

The extensive **CMS** features can be individually branded quickly and with ease, and then updated throughout the entire shop. CMS pages permit a combination of product and content maintenance to offer customers an ideal shopping and information experience. Images for marketing purposes or promotions, product recommendations and much more can be easily added. Code Zero's marketing team likes the quick and easy entry of product data as well as the simple editing of teasers.

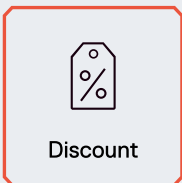
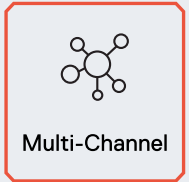
# What are the most important capabilities and features for Code Zero?



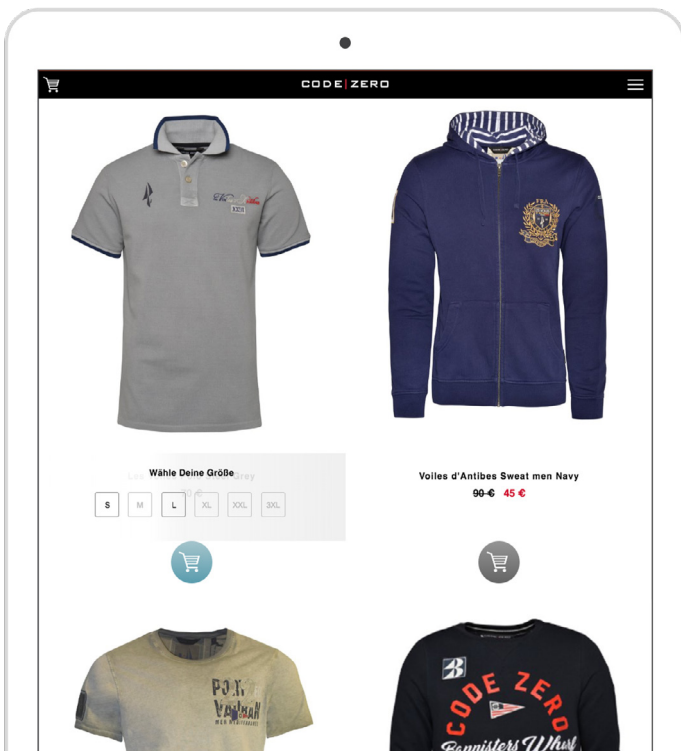
Apart from content, a fast purchase is the goal of the brand experience for Code Zero. Using the **Quick Shop function** on the home page and category pages, users can hover over the product and then immediately select their size. They can then get to the shopping basket after only two clicks. Perfect for regular customers and buyers who do not need any additional product information (anymore).



The easy-to-use **Mobile Responsive Design** extends Code Zero's shopping channels and helps the company reach its customers at home or on the go. The high-performance, easily accessible Mobile Shop plays a key role in reaching out to its outdoor-fanatical customers.



The comprehensive **Discount & Promotions Tool** allows Code Zero to offer customers targeted and individual discounts. Promotions are a good lever for clearance sales or special campaigns.





## Integrated Industry Partner in this project


root360  
CLOUD MANAGEMENT EXPERTS

Ensuring agility and flexibility was crucial for Code Zero when choosing their hosting solution. Amazon Web Services was integrated as a basis for the hosting management of root360.



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