



Customer Story

Atida – Your European destination for health and well-being

Redefining health and wellness

Atida is an online health ecosystem whose primary goal is to help customers find personalized healthcare solutions. They aim to move healthcare away from being solely curative and reactive and toward being proactive. By incorporating prevention and assisting consumers in making better health decisions, they are redefining Europe's health and wellness industry. Furthermore, they have brought together Europe's leading online pharmacies and parapharmacies to create a one-stop pan-European health and wellness destination.

Like your trusted pharmacist, they understand the importance of health and wellness, which is unique to each individual. Atida is more than an online pharmacy. Atida Pure, their personalized vitamin and supplement line, also offers holistic solutions. Additionally, private labels were created to provide the best solutions while keeping the users and their needs in mind. They are dedicated to fundamentally changing the pharmaceutical industry.

Atida by the numbers

~20m

orders to date

5m+

Active Customers

700

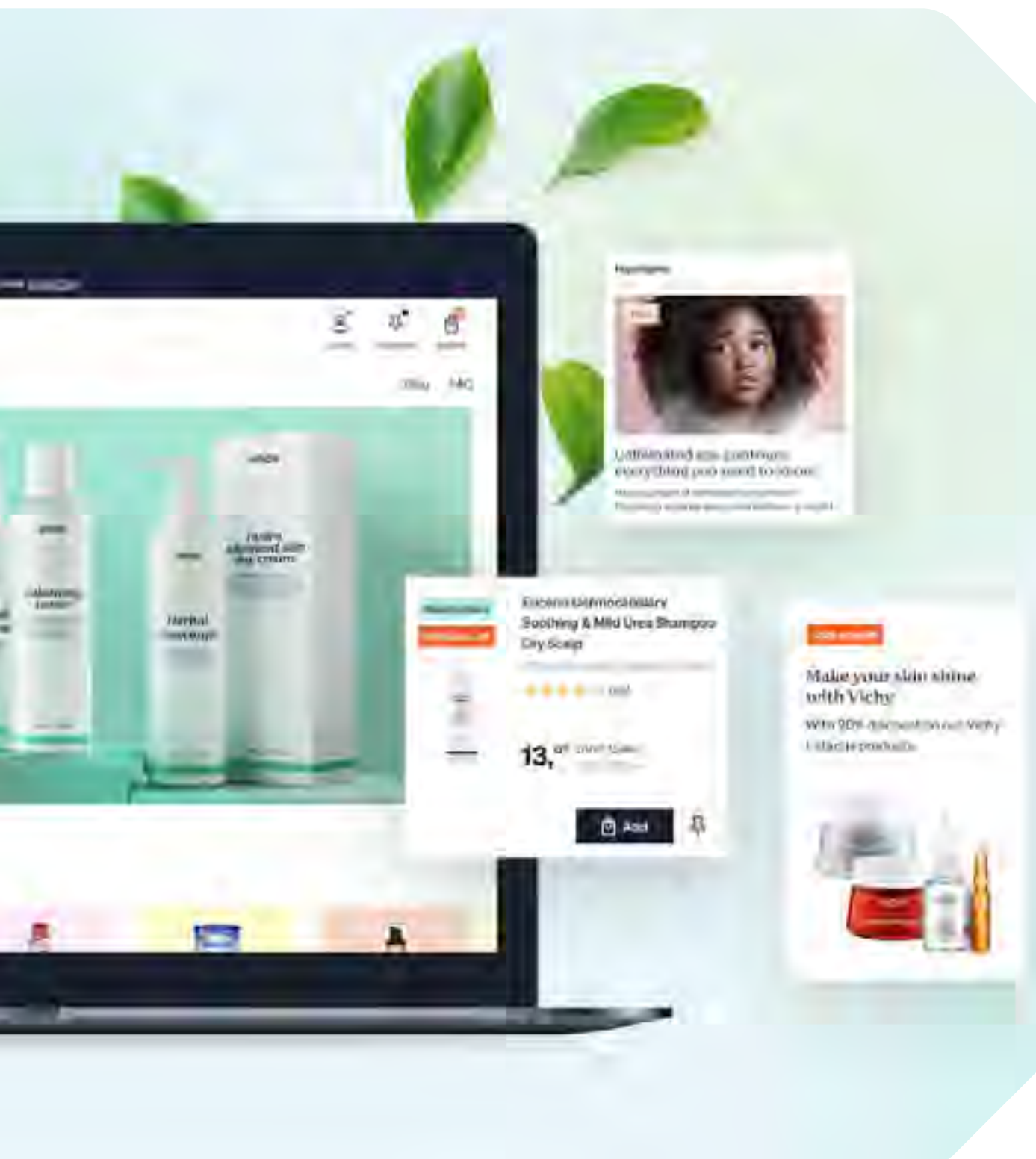
Employees

16

Years in operation

9

International offices



Status Quo

Healthcare at your fingertips

The continued digitization of the healthcare industry has increased the accessibility of health products. The global pandemic positively impacted the rapid development of digital healthcare solutions. New technologies are emerging to make health and well-being services more accessible, such as digital GP appointment scheduling, wearables, at-home tests, immunity/vaccine passports, and online pharmacies/parapharmacies.

Atida envisions a future in which health and wellness solutions are trusted and can provide a truly personalized experience. They are on a mission to assist people in their personal health journeys by providing expert and honest health advice (on-the-go access to your local pharmacist), a great selection of curated products, and convenient service through their cutting-edge platform.

Industry:

Healthcare

Customer:

atida



We needed rapid development, flexibility, scalability, and most importantly, security. Spryker’s headless commerce and microservices were the best fit for us.”

– Shaya Pourmirza, Head of IT Architecture–Atida



Challenge

Keeping up with the demands of modern consumers

The online pharmacy market in Europe alone is expected to grow by more than 14% between 2019 and 2025, as consumers increasingly prefer the convenience of online shopping and home delivery. This online boom coincides with a shift in societal attitudes toward health and well-being. Modern consumers are more health-conscious than ever before and have high expectations. A one-size-fits-all approach is no longer acceptable.

Customers' needs are no longer limited to professional advice. Above all, the digital pharmacy customer expects:

- A high level of convenience.
- Intuitive and quick searches for products and information.
- 24-hour service.
- Simple prescription management.

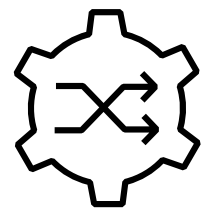
The digitalization of the pharmacy/health and well-being industry will significantly benefit those who do not have easy or direct access to healthcare services. For instance, the number of traditional pharmacies in Germany is already declining significantly. However, going digital creates a challenge in providing genuinely personal and trusted service. Atida has accepted the responsibility to find a solution and participate in helping people become healthier and more content in the long run.



Solution

Scalable e-commerce architecture

Due to the pharmaceutical industry's sophisticated and security-sensitive nature, it only made sense to choose a best-of-breed solution to see them through their exponential growth initiatives. As a result, Atida has positioned Spryker at the core of its digital operations.

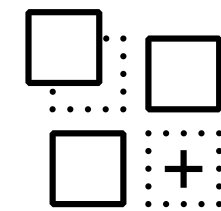


Spryker Headless Commerce

As the healthcare industry becomes increasingly connected. Atida can quickly capitalize on new and growing opportunities thanks to Spryker's GLUE API, which enables a headless retail experience. This solution stores, manages, and delivers content without a front-end ("head") delivery layer.

The term "headless" refers to a separate front-end that can support any customer touchpoint, such as mobile apps, voice assistants, smart watches, or other IoT devices. The ultimate goal is for Atida to be able to connect with its customers wherever they are. This infrastructure also ensures:

- Easier scaling
- Adaptability and flexibility
- Enhanced security measures
- True omnichannel enablement
- Smart payment options



Spryker Microservices

In addition to the headless solution, Atida required a product like microservices, which can be extended, updated, or modified without affecting other services on the platform.

Microservices are an architectural approach to building applications that is container-based. Each application function comprises small independent components that perform their own distinct, individual, and granular processes. Because of Spryker microservices, Atida has been able to do the following:

- Independently deploy updates
- Highly maintain & test
- Organize around business capabilities
- Outsource easily
- Provide rapid, frequent, and reliable delivery
- Loosely couple
- Reduce complexity



Result

The future of health is personal

Atida is Hebrew for 'future', and as the name implies, Atida believes that the future of one's health and well-being is personal. They aspire to a world where better health and well-being are a trusted and truly curated experience.

Atida's online pharmacy (and parapharmacy) network is unique in that it combines the convenience of e-commerce with the expertise of your local pharmacist. Their ultimate goal is to create a digital community pharmacy with a great selection of health and wellness products, convenient service, and honest advice. They intend to continue expanding globally and gain a competitive advantage over larger platforms (such as Amazon) by offering consumers genuinely personalized, credible, and secure experiences.

