

A New Level of B2B Procurement



Since
2009



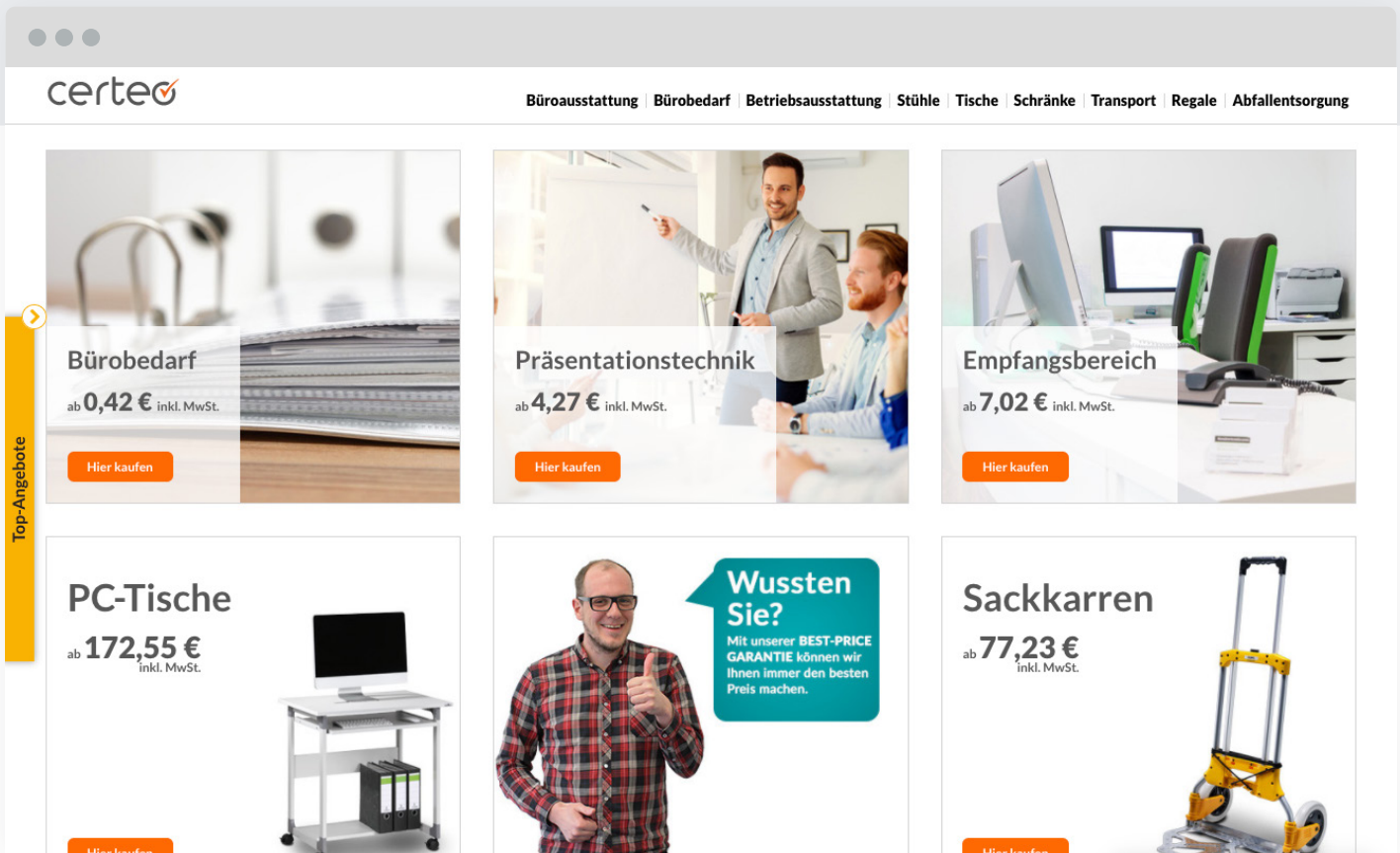
1st online brand of
Takkt AG in Europe



50k+
products



70k
visits / moth



Certeo needed to grow with speed and agility

Breaking out of their legacy company structure, also meant for Certeo to re-consider their technology setup with a leading software provider. The lack of agility in their former solution of 8 years had resulted in very slow feature additions. Adding new products took months and slowed down product portfolio expansion- a drastic impact on maximising profitability.

Moving towards technology ownership

To get a bigger slice of the business equipment market in Germany that Ketzler evaluates at roughly eight billion euros, Certeo decided to re-position their business and re-define their entire business strategy affecting key business areas including staff, location and technology.

Based on realising a customer-centric MVP for the re-launch, Certeo is fully committed to developing and testing additional features while now fully owning processes, data and technology.



Relaunch with Spryker – B2B commerce ready for change

Certeo realised that a simple shop system would not do for the re-positioning of the brand. Putting technology ownership at the forefront of the new strategy, Certeo decided for a highly individualised Spryker Commerce OS solution.

For Alexander Ketzler, Managing Director at business equipment provider Certeo, the combination of state-of-the-art knowledge, broad e-commerce experience and customer-centric software was decisive. All this under the premise that companies themselves actively participate in deciding how their brand experience develops: Modules can be extended or added at any time, based on whether they are relevant for your customers. Ketzler sees this approach in contrast to shop systems that offer a standard solution. The development of new features or the implementation of highly individual requirements in such systems usually involve additional fees or a longer waiting time for new software releases, while Spryker customers can flexibly make changes at any time due to the ownership of the technology.



Custom multi-store concept

Comprehensive multi-store solution to drive the internationalisation of Certeo through various country shops.



Multi-locale

Adaptation of the business logic for a perfect adaptation in the individual country shops.



Multi-currency

Possibility to offer products in the country-specific currencies.

Spryker Industry Partner in this project



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