gourmondo

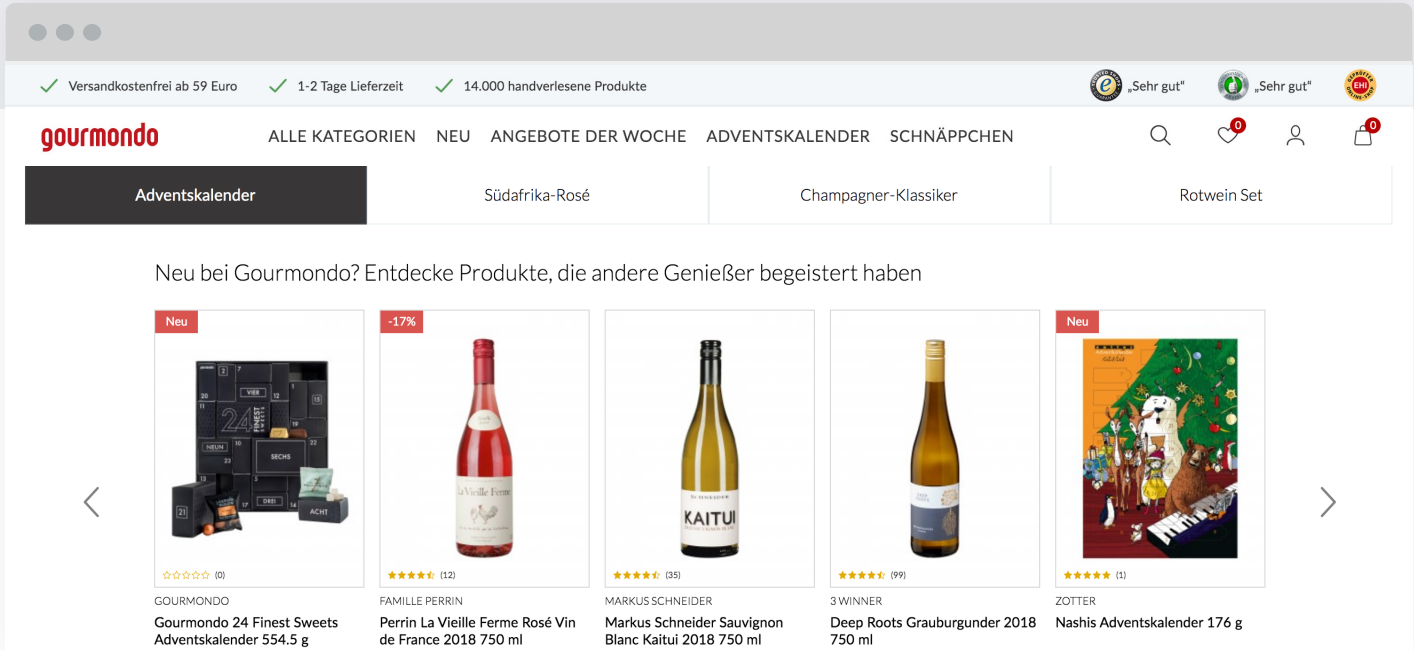## The premier E-Food pioneer
How Germany's first digital grocery retailer is revolutionizing the industry today

✓ Versandkostenfrei ab 59 Euro ✓ 1-2 Tage Lieferzeit ✓ 14.000 handverlesene Produkte „Sehr gut" „Sehr gut"

gourmondo ALLE KATEGORIEN   NEU   ANGEBOTE DER WOCHE   ADVENTSKALENDER   SCHNÄPPCHEN

| Adventskalender | Südafrika-Rosé | Champagner-Klassiker | Rotwein Set |

Neu bei Gourmondo? Entdecke Produkte, die andere Genießer begeistert haben

Neu ⭐☆☆☆☆ (0)
GOURMONDO
Gourmondo 24 Finest Sweets Adventskalender 554.5 g

-17% ⭐⭐⭐⭐☆ (12)
FAMILLE PERRIN
Perrin La Vieille Ferme Rosé Vin de France 2018 750 ml

⭐⭐⭐⭐☆ (35)
MARKUS SCHNEIDER
Markus Schneider Sauvignon Blanc Kaitui 2018 750 ml

⭐⭐⭐⭐☆ (99)
3 WINNER
Deep Roots Grauburgunder 2018 750 ml

Neu ⭐⭐⭐⭐⭐ (1)
ZOTTER
Nashis Adventskalender 176 g

12.000 +
Products

For **17 years** Leader in online gourmet food

Gourmondo is the **premier** online grocery retailer in Germany

Gourmondo was one of the first online grocery retailers in Germany. The company was founded in 2002, making it an e-food pioneer. Since then, Gourmondo has been one of Germany's market leaders in the fine food sector.

The original idea behind Gourmondo, selling international food via the internet in Germany, is now focused on making exclusive delicacies available to a broad range of customers.

The initial situation

As a pioneer in the online gourmet food segment, further development is essential for Gourmondo - not only in terms of assortment, but also in terms of technology. The original 17-year-old shop system was able to meet the demands of early e-commerce and the "mobile wave", but the market developed quickly. The company's own shop increasingly lost importance as a point-of-sale as new touchpoints and sales channels were created. Data now plays an ever-increasing role, from purchasing through customer acquisition to existing customer marketing and logistics. The lack of flexibility of the old tech stack and the necessary further development of it were too costly and difficult, as was the development of its own shop system. That is why Gourmondo decided to switch to Spryker's Commerce OS.

> " *The motto today is no longer 'mobile first', but 'customer first'!*"
>
> - Joachim Rabe, CEO Gourmondo Food GmbH

The goals behind migrating to Spryker

As an e-commerce pioneer, Gourmondo understands its customers' needs quite well. However, the requirements changed toward the personalization of both customer journey and product range. The goals behind migrating to Spryker's Commerce OS were better customer-centricity, to attract new customers at lower cost, as well as increasing the re-purchase rate and purchase frequency.

Complex requirements for a lean system

Produkt Management

The requirements Gourmondo has for its Commerce OS are multifaceted because there are many attributes in the food sector that must be included in the data, storage and delivery process. These include, for example, the minimum shelf-life of products, batches and the various cooling zones in the warehouse and during delivery.

It is important for Gourmondo that these processes and attributes are all united in a lean system that can also be expanded, if necessary. The modular architecture of Spryker made it possible to model and adapt all these attributes. Missing elements could be developed in a short time and implemented with the help of the Spryker Glue API. The Glue API is designed to be used as a contact between the Spryker backend and any touchpoint, integration, or third-party system.

API

Middleware

The biggest challenge was to connect a whole ecosystem of payment providers, PIM, CRM, ERP and warehouse management software. Almost all of Gourmondo's external interfaces are based on the Spryker Middleware. It features five levels in which elements are exported and imported: read, verify, associate, translate, and write. This process ensures that all important data is properly and securely imported and integrated.

> *Spryker is the spider in the middle of the web, holding together the threads between all the interfaces."*
> - Tobias Schlepphorst, Project Manager and Head of Consulting, Best IT Group

Maximum flexibility through technology ownership

Gourmondo deliberately chose not to use standard software so that it could preserve the ability at any time to advance and steer processes themselves in order to keep technical debts as low as possible.

> " *We decided against a largely rigid standard solution because we wanted to control the code and thus of the processes, functionality and speed."*
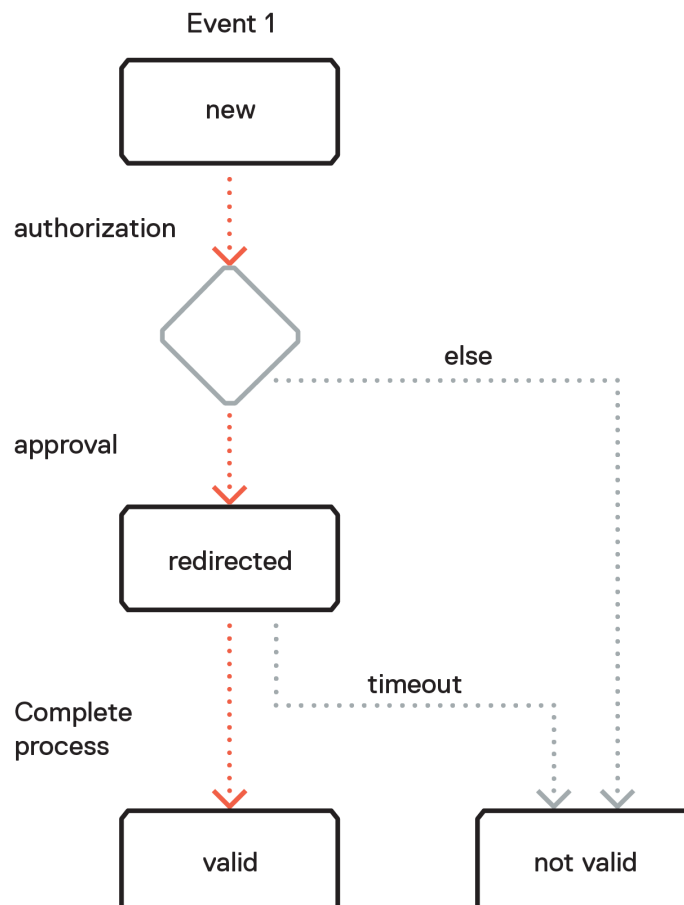> - Joachim Rabe, CEO Gourmondo Food GmbH

Gourmondo has to make very few compromises with the Spryker Commerce OS - whether it's the timing of updates, or the freedom to decide the direction in which the platform should develop, for example, when it comes to the connection of marketplaces.
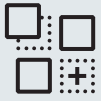
> " *The headless architecture of Spryker, with the separation of a simple frontend and intelligent backend, gives us the foundation to respond more quickly and efficiently to the challenges of the young and ever-changing e-food market."*
> - Joachim Rabe, CEO Gourmondo Food GmbH

The Spryker State Machine regulates the definition, execution, and visualization of various operations in which certain activities must be performed in a given order and automatic processes initiated. At Gourmondo, it models the order process, where an order dispatch is automatically triggered after successful payment processing.

Event 1

new

authorization

approval

else

redirected

timeout

Complete process

valid

not valid

The Spryker B2C Suite as a foundation

The scope of the relaunch did not only include the shop; the entire infrastructure was renewed. The Spryker B2C Suite provided a solid foundation for this, offering modularity, flexibility and access to code.

The decoupled capabilities and features of the B2C Suite can be independently extended, and each frontend can be accessed through API integration. Different frontends can be set up for different touchpoints or even country-specific shops. The B2C Suite has provided Gourmondo a fast-paced solution, ensuring a smooth launch that is already bearing fruit: There has been a 15-percent lift in the shopping cart since the launch.

Strong partner: best it

The e-commerce agency best it provides reliable business units for the digitization of business models in B2C and B2B retail. The experts help with complex processes and unmanageable system landscapes through the intelligent use of modern technologies in the fields of PIM, CRM, personalization and commerce frameworks. Based on the modular Spryker B2C Suite and access to the code, best it created the entire Gourmondo infrastructure in just 13 months.

Spryker

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