

Lekkerland – Tech Focus and Digital Mindset in Convenience Retail



12.4 billion euro
in sales



Active in 7
European countries



4,900 employees

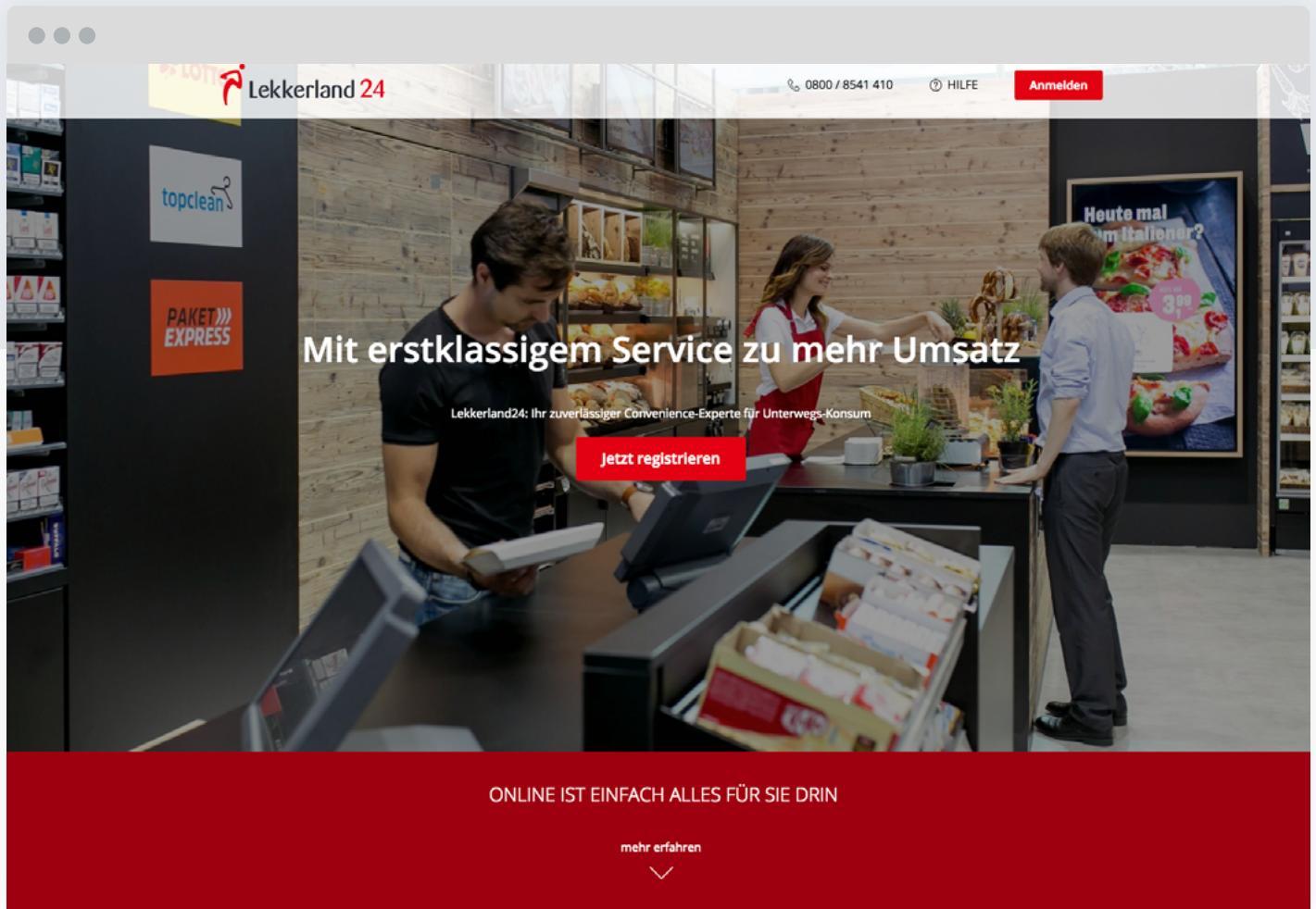


90,000+ points
of sale

A platform for maximum convenience

Lekkerland is a specialist for on-the-go consumption in Europe. On-the-go consumption is one of the areas with the greatest growth prospects in the food business. Growing mobility is also driving the demand for out-of-home food products that consumers can handle easily on their way from point A to B.

Lekkerland sees itself not only as a B2B retailer but also as service provider that meets all the needs of its customers and partners with digital solutions. The use of macro-partial substitution means digital services are treated as separate modules, always with the goal of launching the best possible products that are also scalable.



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The requirements for a new Commerce OS

Lekkerland first looked at platform solutions that focus on the B2B world, i.e. that offer more functionality in areas only indirectly connected with the order. However, it became clear here that a standard system, which always has a monolithic character, would only be of limited use as a solution. Ultimately, the standard would have to be extended or changed here as well. That means the solution needed to be so modular that Lekkerland could also implement requirements on the platform, which were not yet known at the time the platform was developed, with a strong cost-benefit ratio and minimal technical debt.

Another requirement was for the new technology to support Lekkerland's component-by-component development approach on the new platform – this was limited by the old technology. This would ensure that Lekkerland, for example, would not lose sight of its customer-centric approach, even with a supposed technical-architectural issue.



The goal when upgrading to Spryker

- Optimization of User Experience
- Create a Platform economy
- Increase in efficiency

MVP approach for rapid delivery and successful growth

Many of the digital services are rolled out using the hypothesis-driven MVP approach or as AB tests to gain early user feedback or to identify services that are not worth further development.



The digital agency Nexus supported Lekkerland as an expert for technically complex IT projects and integrations in the implementation of the Lekkerland service and trading platform. A complex technology mix was developed which made it possible to roll out components as MVPs and achieve a fast go-live. Nexus was involved in the implementation of Spryker modules.



spryker.com



hello@spryker.com



+49 / 30 / 2084983 53



@sprysys