

adesso

mway

mway

Sales growth and cost
reduction thanks to new
omnichannel platform





m-way.ch: Kick-off for the new omnichannel platform

m-way is one of the leading providers of e-mobility solutions through the integration of multiple bicycle brands and complementary services – all made possible by a consistently customer-centric omnichannel strategy. In partnership with adesso, the m-way.ch e-commerce platform was completely rebuilt. The new system architecture now serves as the technical backbone for the company's omnichannel operations.



Challenge

A forward-looking digital platform was developed to unify various brands. One of the main challenges was integrating and harmonizing the diverse processes and diverse system landscapes of the individual brands. The project's initial focus was on redeveloping the website.

A major priority was creating a flexible architecture that would allow new clients and channels to be integrated seamlessly and efficiently in the future.



Benefits for the client

- > With the new architecture of m-way.ch, adesso has laid the technical foundation for the omnichannel strategy.
- > The new solution enables employees to work more efficiently and end-customers to receive more holistic support on their customer journey: the newly standardized workflow - product mapping, sales, payment and shipping - is clearer for everyone involved. This has led to significantly more sales.
- > The focus for the future is on the integration and expansion of additional brands.



Solution

- > Drawing on its extensive experience, adesso provided the expertise needed to design and implement the new omnichannel platform in close collaboration with the customer.
- > The solution encompasses the entire process, from marketing activities such as SEO and newsletters, through ordering and payment, to the integration of peripheral systems such as Google Merchant or SAP.
- > The backend architecture was built to ensure that additional channels can easily be connected, integrated, and operated on the same platform in the future.



More on the solution

Following the successful launch of the new e-commerce platform, the partnership between m-way and adesso evolved beyond implementation to include managed services, maintenance, and ongoing support.

Methods and applied technologies

The project is based on the SCRUM framework, which enabled quick and flexible implementation despite the complexity. Thanks to the architecture, based on microservices implemented in Kotlin and provided in the Azure Cloud, a horizontal and vertical scaling of the solution was possible. In turn, the headless approach based on Magnolia CMS and CommerceTools made it easy to integrate and publish additional mandates.

CommerceTools | Magnolia | Angular | Kotlin | Microservices | Cloud | Scrum/Agile

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“ *The cooperation with adesso was dynamic, based on partnership and mutual respect. Their comprehensive know-how and strong positioning were particularly evident in challenging situations. The result inspires us, as do the future opportunities. It's impressive that despite the reputation of large IT projects, the project was completed on time and on budget. Well done!*

Reto Waeffler, CEO Swiss E-Mobility Group



About the customer

m-way AG is the market leader in the Swiss e-bike retail sector and has been promoting e-mobility in Switzerland since 2010. Customers can find city, trekking, mountain, and cargo e-bikes from leading brands both online and in over 30 stores, backed by expert advice, personal service, and top-quality workshops.



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