adesso

m way

semg
swiss e-mobility group

SALES GROWTH AND COST REDUCTION THANKS TO DIGITALIZATION: NEW OMNICHANEL PLATFORM FOR M-WAY

M-WAY.CH: KICK-OFF FOR THE OMNICHANNEL PLATFORM

By integrating various bicycle brands and complementary services, the Swiss E-Mobility Group (SEMG) is becoming a leading provider of e-mobility solutions in the DACH region. This is made possible by a customer-oriented omnichannel strategy. In a first step, the e-commerce platform of m-way.ch was rebuilt together with adesso. The new architecture created the technical basis for the entire omnichannel platform. In future, it will be possible to network different customer relationships and flexibly integrate different brands.

CHALLENGE

SEMG was looking for a partner to create a new digital platform for the digital integration of different brands.

One of the biggest challenges was to integrate and standardize the brands' different processes and systems. Initially, the focus was on the platform of m-way, Switzerland's no. 1 electric two-wheeler specialist retailer.

It was important that the new architecture supports the quick and easy integration of additional clients.

SOLUTION

adesso provided the expert know-how and experience to design and implement a new store solution in close cooperation with SEMG. This covers the entire process from marketing measures such as SEO, newsletters, etc. to ordering, payment and integration of peripheral systems like Google Merchant and SAP.

The entire back-end architecture is designed to allow new channels to be connected, integrated and operated from the same platform in the future.

The m-way website has been online since April 2021.

BENEFITS

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.

MORE ON THE SOLUTION

The collaboration, which began with an order for a new online store and had a very successful launch and formed the basis of SEMG's omni-channel strategy, has now evolved into an ongoing partnership for managed services, maintenance and 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

> *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

The Swiss E-Mobility Group (SEMG) is the leading and comprehensive provider of e-mobility solutions in the DACH region. With a nationwide network of branches and an online presence, SEMG is able meet the constantly growing demand for e-bikes with the right services and accessories.

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www.adesso.ch