




Case Study PRECITOOL

PRECITOOL Werkzeughandel GmbH

Founded:	1993
Headquarters:	Neuenstein, Germany
Industry:	High-performance tools (B2B)
Employees:	800 worldwide
Partner:	

“Especially the scalable solution enables effortless expansion of services and requirements as well as the easygoing inclusion of additional partners as admins. Therefore, commercetools with its microservice approach was and is the ideal software for the requirements of PRECITOOL.”

– Mirco Gatz, Tech Lead for PRECITOOL at dotSource

The company

The PRECITOOL group consists of 19 independent partner companies, which specialize in tool logistics and tool procurement. They are all connected by a modern logistics and service center with approx. 550,000 products.

The challenge

In order to digitally represent every PRECITOOL partner the best way possible, as well as optimize the synergies within the group, the partners should be united under one modern, future-proof eCommerce platform.

The solution

The PRECITOOL standard shop, which is based on the commercetools' headless commerce platform, offers retailers complete functionality for online sales as well as integrates different ERP systems and sales processes.

The result

Because the scalable platform is microservices based, it can be highly customized and adapted at any time to meet new requirements of the retailers and their customers. By uniting in a common B2B commerce platform, PRECITOOL and its partner companies were able to successfully expand online trading as well as increase brand awareness.