



Case Study Apollo-Optik

Apollo-Optik

Founded: 1972

Headquarters: Schwabach, Germany

Industry: Retail, Eyewear

Employees: 3,600

Partner: **FRONTASTIC**

The company

Apollo-Optik is an international eyewear company operating in more than 40 countries. With around 900 owned and franchise stores, Apollo-Optik is the largest eyewear retailer in Germany, headquartered in Schwabach, Germany.

The challenge

Apollo-Optik's online shop, based on Hybris and Oracle monolithic software, needed to be replaced with a scalable solution that would provide enough flexibility to customize the platform.

The solution

Using commercetools on the backend and Frontastic on the frontend ensures that future changes to the online shop can be implemented seamlessly with hardly any programming effort. Just six months after the implementation start, the new online shop launched.

The result

It's now possible to design individual customer journeys that can be optimized at any time. Releases now take place every two weeks and, thanks to the headless architecture, the day-to-day business continues without disruption or crashes.