

## Case Study Flaconi

### Flaconi

Founded: 2011

Headquarters: Berlin, Germany

Industry: Perfumery, Cosmetics

Employees: 450

Partner: 

 **contentful**

#### The company

Flaconi is the biggest online pure player for beauty products in Germany, with over 720 international brands and 45,000 products being offered on their online store. From perfume through to makeup, haircare and accessories, Flaconi covers all product segments from drugstore to natural and premium cosmetics.

#### The challenge

The existing legacy architecture based on Magento and individual programming wasn't able to withstand the strong growth of the company. They needed a new commerce platform that could administer all transactions on [flaconi.de](http://flaconi.de), be unlimitedly scalable and offer a first-class mobile user experience.

#### The solution

With commercetools software, the Flaconi platform now has a large number of ready-to-use microservices that can be individually combined and expanded, while still being capable of easily integrating existing components via API interfaces. Products and services can be implemented with just a few clicks, accelerating their time-to-market.

#### The result

The scalable platform based on the commercetools backend enables Flaconi to grow by over 50 percent annually. New functions, shops and business models can be easily tried out and, if necessary, readjusted with ease.