



Case Study Salling Group

Salling Group

Founded:	1906
Headquarters:	Brabrand, Denmark
Industry:	Retail
Revenue:	9 billion USD
Employees:	50,000
Partner:	In-house

The company

With more than 1,600 shops, Salling Group is the biggest retailer in Denmark. Their stores include household chain brands such as fotex, Bilka, Netto, Salling and Wupti, as well as Starbucks and Carl's Jr. franchises in Denmark, and more than 1,400 stores and web shops in Poland and Germany.

The challenge

Salling Group began to realize they needed to strengthen their omnichannel experience, which required technology that would serve their customers across all digital channels. Furthermore, it was clear that their existing SAP Hybris setup was not scalable in terms of cost efficiency and recruiting talent.

The solution

Salling Group implemented a new tech stack with commercetools' headless commerce architecture at its core, and based on modern UX designs with a mobile-first mindset. Headless CMS (Magnolia), microservices, APIs and Jamstack to replace the monolithic platform.

The result

The solution brought time-to-market for their new web shops down to a two-month lead time and lowered eCommerce costs by 75%. It also enabled each brand to customize their online shop and content, while still working under the same technology. Additionally, release cycles increased from once every other week to multiple times per day.