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LIEBHERR

WITH ADOBE'S COMPOSABLE COMMERCE ARCHITECTURE:

Enhanced Performance for LIEBHERR-Hausgeräte

A high-performance online store for LIEBHERR Hausgeräte

LIEBHERR-Hausgeräte was seeking a future-proof software architecture to accommodate its internationalization efforts and growing product range. To achieve greater scalability, a headless technology solution was implemented. The enhanced system was implemented in collaboration with valantic and other partners and was based on the Adobe Commerce (Magento) Composable Commerce architecture.

The Challenge

LIEBHERR wanted to take its software architecture to a new level of optimization. This initiative began as a Minimum Viable Product (MVP) project within the Home Appliances division, focusing on the online store and website areas. The new architecture will be rolled out successively to all of LIEBHERR's divisions.

LIEBHERR-Hausgeräte prioritized the following requirements for the MVP project:

- **Target group**: Primarily B2C, but also including B2B offerings such as for bakeries.
- **Future-proof technology**: Fulfillment of all of LIEBHERR's specific requirements in the CMS & commerce environment using future-proof headless technology.

- **Customization options**: Need for copious content-customization and design options to meet each of LIEBHERR's many business units' unique requirements. This was made possible through a sophisticated rights-role concept.
- **Scalability**: Optimized system scaling to accommodate the growing product range and ongoing internationalization.

- **Backend integration**: Use of Adobe Commerce (Magento) in the backend, enabling API-based interaction with LIEBHERR's unique software setup.
- **Usability & design**: Standardization of the frontend in the commerce areas and CMS using LIEBHERR's custom-developed frontend library.

- **Focus on warranty and services**: Enhanced checkout process with LIEBHERR-specific options, including custom shipping methods per product (e.g., retailer pick-up).
- **Improved payment solutions**: Transition to payment provider Unzer (formerly Heidelpay) to ensure future-proof, scalable payment methods and facilitate seamless international payment processing.

Solutions and results

The valantic team worked closely with LIEBHERR-Hausgeräte, making fundamental changes during the project. Austria was the first country to transition to the new structure, in September 2023, and other countries will follow successively. The technical solutions implemented included:

- **Initial go-live in Austria:** The MVP project launched first in Austria.
- **Seamless integration:** Use of Adobe's flexible Composable Commerce architecture for flexible integration of all services and processes.
- **Enhanced Magento architecture:** Supports headless operation for integrating e-commerce features into the frontend and ensuring a seamless user experience.

- **Integration of "MyStyle" configurator:** Store system enriched with advanced 3D product visualizations and animations. The configurator software was tailored to meet LIEBHERR customers' specific needs.
- **Separate checkout solution:** Checkout solution as a separate React application.
- **PSP integration:** The payment service provider Unzer was connected to Adobe Commerce (Magento) and integrated as a UI component in the React application.
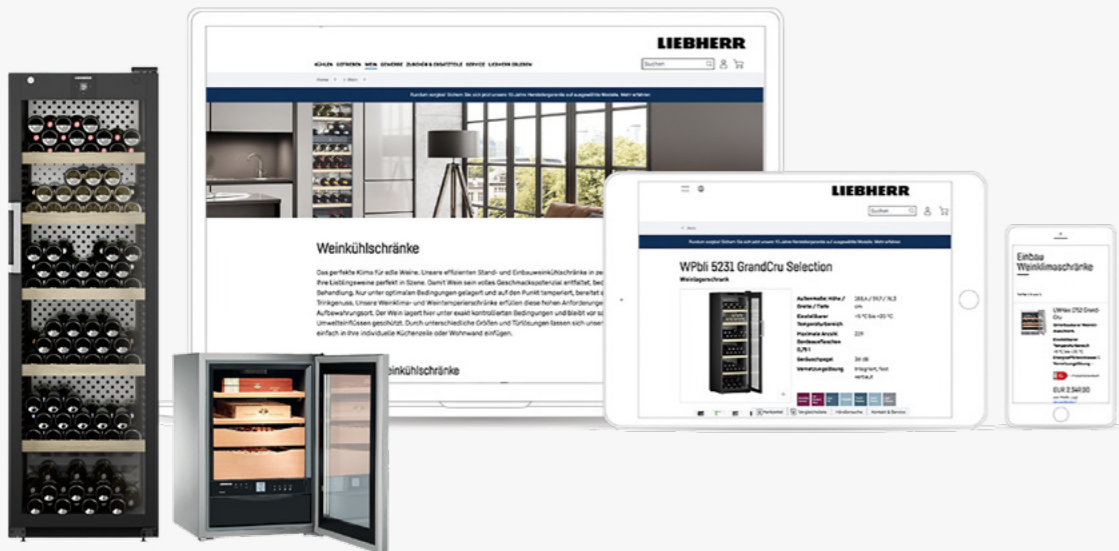
Next project steps

LIEBHERR-Hausgeräte plans to roll out and migrate the new structures internationally for all remaining countries – including Germany, the UK, and Hungary – later in 2024, resulting in an fully revamped, future-proof, and international e-commerce system.

The Company: LIEBHERR-Hausgeräte

LIEBHERR-Hausgeräte GmbH is the parent company of one of eleven sectoral units within the LIEBHERR Group, employing over 6,800 people in the Home Appliances division. Its extensive range of high-quality domestic and commercial refrigerators and freezers is developed and produced at its headquarters in Ochsenhausen (Germany), as well as in Lienz (Austria), Marica (Bulgaria), Kluang (Malaysia), and Aurangabad (India).

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About valantic

valantic is Number 1 for digital transformation and one of the fastest growing digital solutions, consulting, and software companies on the market. More than 500 blue chip clients rely on valantic, including 33 of 40 DAX companies and many leading international companies as well. With more than 4,000 specialized digitalization experts and net sales of approx. EUR 600 million in 2024(e), valantic is represented in 18 international locations around the globe.

More than 2,000 digitalization projects over the past five years have shown that valantic understands the business challenges of its customers. From strategy to tangible implementation, they have the necessary expertise to accompany projects from start to finish and make them successful. In this, valantic combines technological expertise with industry knowledge and the human touch.

valantic consults companies on all challenges of digital transformation, helps them to better manage their corporate performance and leverage the potential of data and artificial intelligence. In addition, valantic supports its customers in optimally shaping the customer experience, profitably using core digitalization technologies and optimizing company processes from end to end.

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Contact

Hartwig Göttlicher
Head of Business Development

valantic CEC Deutschland GmbH
Hattenbergstraße 10
55122 Mainz
Germany

Phone +49 6131 90798-98
info@netz98.de

www.netz98.de