CASE STUDY BANG & OLUFSEN

How Bang & Olufsen strengthened their D2C sales by uniting all their brands under one unified platform

BANG & OLUFSEN

Bang & Olufsen (B&O) is a Denmark-based manufacturer of high-end consumer electronics, producing audio equipment, such as speakers and headphones, as well as television sets.

Peter Bang and Svend Olufsen founded the company in 1925 after designing a radio to work with alternating currents, a product of significance at a time when most radios were still running on batteries.

COMPANY SIZE
528 Million USD

MARKETS
70

HEADQUARTERS
Struer, Denmark

INDUSTRY
Retail
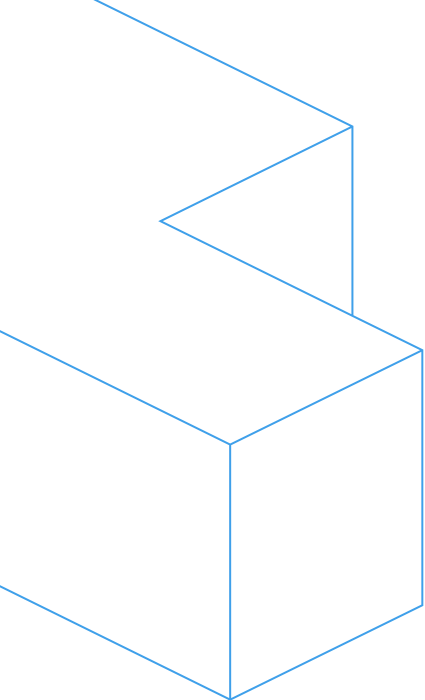
BUSINESS MODEL
B2C

WORKED WITH PARTNERS
Kruso, Publicis Sapient, Contentful

The Challenge

Bang & Olufsen needed to unite the premium audio products and accessories of the BeoPlay and B&O brands under one roof. The intention was to strengthen D2C sales online by taking their eCommerce ecosystem to the next level.

The Solution

Bang & Olufsen launched the project in 2018 and had a website prototype in place within 6 weeks. In February 2019, after 10 weeks, they launched the actual site, including an integrated global shop. The site serves as a unified online flagship store that is focused on digital commerce and driven by storytelling rooted in the brand's history, design, products and collaborations.

> **Now that we have a modern headless platform, this is where the real fun starts, where we can enable omnichannel features and functionalities. This points to doing a lot of things right.**
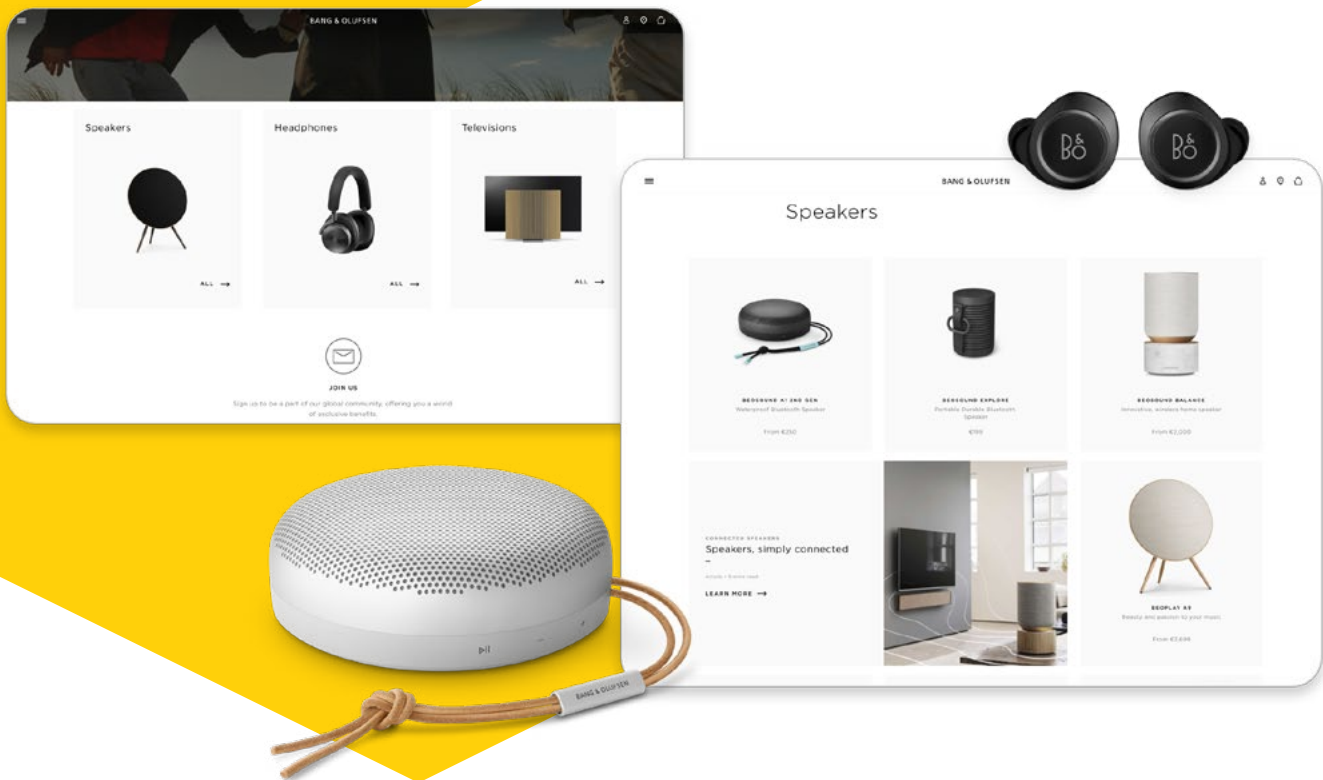
TOMAS ANTVORSKOV KRAG
DIRECTOR ECOMMERCE, BANG & OLUFSEN

Why it was a success

The commercetools platform gives Bang & Olufsen the flexibility they need to integrate all sales channels into a single omnichannel strategy. For example, POS systems will be connected to the eCommerce platform to exchange data and to make the online frontend available in the stores – the flexible API architecture of commercetools will make this next step, and all other future adjustments, very easy.

commercetools features for B&O

BOPIS
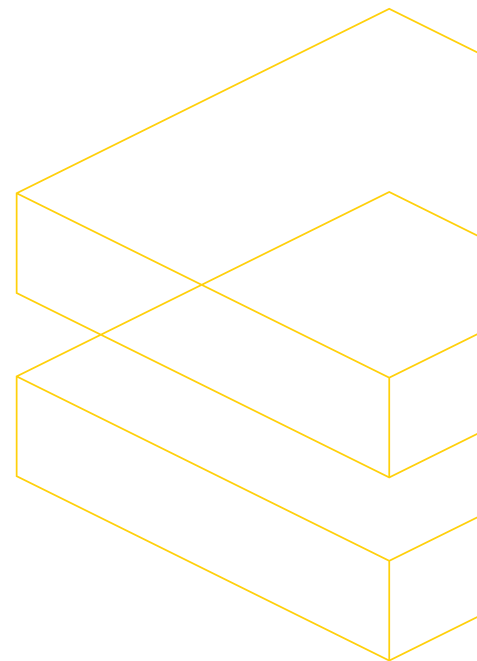Customers can purchase B&O branded products online, and collect them in-store.

PIM (Product Information Management)
Inventory, pricing and promotions are updated in real-time across all sales channels.

100% Headless
Headless integrations with Contentful CMS provides flexibility on the frontend.

About commercetools

commercetools

commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. commercetools is one of the fastest growing enterprise software companies in Europe with 300 employees at its offices in Munich (HQ), Berlin, Jena (GER), Amsterdam (NL), London (UK), Zurich (CH), US Durham (NC), Singapore (SG), and Melbourne (AU). The cloud-native platform enables brands and retailers to build innovative shopping experiences across all touchpoints like web, mobile, voice, in-car and many more.