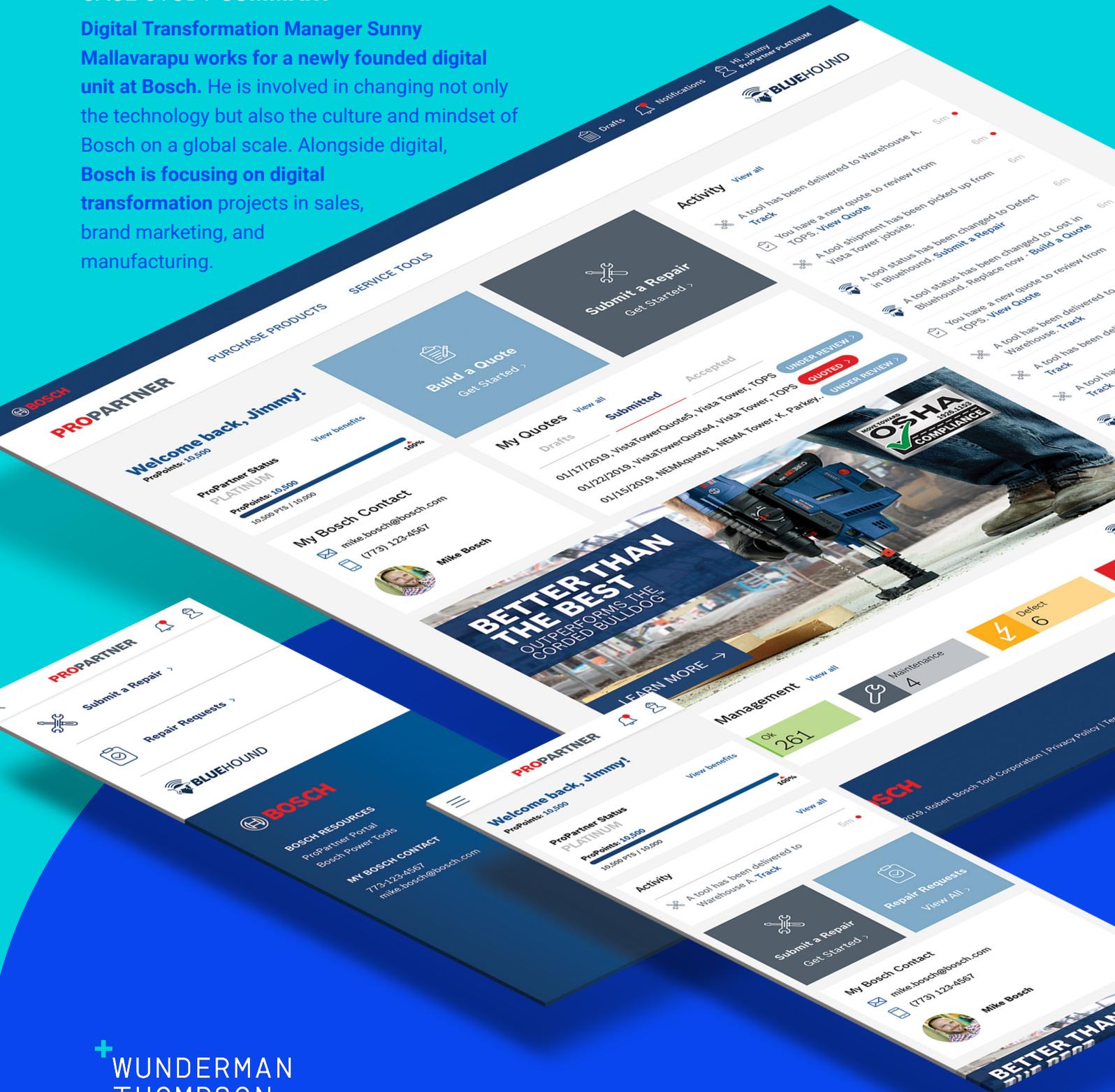




HOW TO MANUFACTURE A BETTER CX THROUGH HEADLESS COMMERCE

CASE STUDY SUMMARY

Digital Transformation Manager Sunny Mallavarapu works for a newly founded digital unit at Bosch. He is involved in changing not only the technology but also the culture and mindset of Bosch on a global scale. Alongside digital, Bosch is focusing on digital transformation projects in sales, brand marketing, and manufacturing.



“WE NEED A SOLUTION THAT BUILDS AN ENGAGING BRAND WEBSITE FOR MILLIONS OF USERS... PERSONALISED BY COUNTRY, LANGUAGE, AND BRAND. AT THE SAME TIME, WE NEED IT FOR ONE-OFF APPLICATIONS, FOR B2B, AND ACROSS THE ORGANISATION.”

Sunny Mallavarapu, Digital Transformation PM at Bosch Power Tools

THE CHALLENGE OF A CHANGING GLOBAL MARKETPLACE

As Amazon drives industry trends, it's essential that B2B brands like Bosch don't fall behind. With Bosch Power Tools operating multiple global sites, the organisation understood that its customers inherently expect the same tailored digital experience. This was the business unit's main challenge - **creating multiple unique experiences at the country level, while promoting and aligning holistic experiences globally.**

Sunny explains, *“We need a solution that builds an engaging brand website for millions of users... personalised by country, language, and brand. At the same time, we need it for one-off applications, for B2B, and across the organisation.”*

Another challenge which became extremely difficult was scaling and managing features and updates with multiple CMS platforms and infrastructures at a regional level. In the past, Bosch generally approached technology from a local level to meet the differing needs of users and customers. Its approach was to grab another CMS and stand up the system.

“However, in the end, this approach doesn't scale – plus, it's inefficient to manage and costly. It barely benefits the region, and the effort and time does not benefit Bosch Power Tools globally,” said Sunny.

But the pressure to scale the business prompted the need to find an alternative solution. *“We had to work together globally,”*

A HEADLESS ARCHITECTURE WITH CMS FEATURES

Using a headless approach, leveraging Bloomreach's flexible Experience Manager, enables Bosch Power Tools to replace its frontend system without bringing operations to a halt, thereby maximising efficiencies. Now, Bosch is able to build features on a global scale to accelerate the organisation's initiatives while delivering a highly personalised experience country to country.

“You're not building this monolithic animal that's hard to manage. You're actually able to move quickly and efficiently, while getting scale, without worrying about the backend system,” affirms Sunny Mallavarapu.

Sunny explains, *“It was the only way we'd be able to scale, as taking the regional approach was no longer beneficial.”*

To alleviate the disconnect between experiences and to create efficiencies within the business, **Bosch Tools leveraged an entirely new approach that would transform the organisation as a whole.**

REGAINING FLEXIBILITY & VELOCITY

As a solution, Sunny sought to create an infrastructure and baseline of technology systems and processes for the world to follow. He says that it wasn't about taking control - it was actually about helping to accelerate the organisation regardless of the country or region.

Building this infrastructure and baseline came with a challenge. *"You can't harmonise the backend in a company the size of Bosch,"* said Sunny. *"What you can do is focus on the frontend and the user experience. From a service discussion, it's irrelevant which system is on the backend."*

This came from Sunny's realisation that you can take each brand and talk to every country and region, and every brand manager will tell you the hundred things they want - with 90% typically being the same. It's irrelevant which system it comes from. Around the world, generally we all want the same features!

This perspective led Sunny to **headless commerce**. Headless commerce differentiates from traditional commerce and CMS systems by untethering the backend and frontend from each other. *"With headless, Bosch no longer needs to build 400 individual blogs. Instead, we can build a blog feature and functionality, and customise the style to the region and brand."*

"For iterations, Bosch can enhance the blog feature globally, while each market can make small alterations to their blogs independently. In other words, the frontend can be customisable all around the world, while the backend remains the same," said Sunny.

This new approach to technology impacts the whole company. *"It was clear to see how headless brings value from a development, cost and scale perspective,"*

"ONE TEAM CAN'T BE TRANSFORMING IF THE OTHERS AREN'T ADAPTING AROUND IT."

Sunny Mallavarapu

Sunny adds, *"and the most important part is the pure speed. Changing out backend systems will take years and by the time you do it, you have to do it again. Through headless, we found a way to move forward quickly, while we change out the backend, without having to wait."*

Continuing the digital evolution of Bosch, Sunny is rolling out this architecture in phases, taking on each market individually and developing the essential features needed for each part of the buying experience.



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