On-point Delivery Dates Thanks to Flexible Order Routing

Customer Success Story

About BLUME2000

BLUME2000 - brings more green into the dark and opens the door to a diverse world full of colors, shapes and scents. The company sells its hand-tied, fresh bouquets, plants and green gift ideas both through its physical stores and exclusively via its own online store. BLUME's clever online shop concept allows customers to order floral arrangements and plants around the clock, every day of the week, if they can't make it to a store.

BLUME2000's brand promise and passion connects city dwellers with nature for real joie de vivre. In addition to its varied, seasonal assortment, BLUME2000 stands for high quality and environmental compatibility.

Headquarters
Germany

Stores
more than 370

Industries
Flowers

Technology Partners
commercetools, akeneo, storyblock, algolia, adyen

The Result

- **Fast Order Management implementation** - Replatforming in just 150 days
- **Switch from a monolithic in-house development** to a flexible configurable and internationally scalable architecture based on MACH technology
- **Reduction in maintenance costs for in-house developments**
- **Availabilities and calculation of delivery dates for up to 28 days,** handling reservations on future availabilities
- **Automation of order routing processes,** enabling determination of the best fulfillment locations thanks to the Order Management System

> The transition from an inhouse monolithic platform to a modular Composable Commerce solution is the essential foundation for our future growth and expansion at BLUME2000. Thanks to professional support, the project and software implementation were successfully completed in just 150 days up to the go-live.

Sven Klenner
Board Member at BLUME2000

Interested in finding out more? Get in touch with us!

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The Challenges

- **Rising total cost of ownership:** In-house developed monolithic platform with high maintenance requirements and rising total costs
- **Restricted order process due to increasing complexity and requirements** for monolithic system
- **Non-scalability** of the inhouse developed order routing as an ERP extension
- **Increasing time required for functional enhancements**
- **Decreasing reliability in the handling of fresh goods and availability** due to the increasing complexity and requirements of the existing e-commerce system

The fulfillmenttools solution

- **Reliable delivery dates in the checkout process:**
  - Enabling the checkout journey by calculating possible delivery timeframes based on future availability, shipping options and available gift items
  - Flexible shopping cart management taking into account the different delivery times for fresh goods and additional products

- **Efficient fulfillment processes:**
  - Precise availability and order orchestration by utilizing fulfilmenttools' flexible Order Routing
  - Combination of individually configured routing rules with standard rules depending on the country of delivery and the items

- **Innovative and future-proof architecture:**
  - Complementary technology solutions create a future-proof technical foundation based on MACH technology for BLUME2000
  - Continuous improvement and further development of the software leads to an improved user experience and long-term growth

Technology Partner

commercetools is the leading Composable Commerce platform that helps companies accelerate innovation, drive evolution, and increase revenue. Companies worldwide utilize the flexibly scalable tools to secure long-term business value and maintain competitive advantages.

commercetools

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