

# Lavazza Coffee Launches New B2B & B2C Ecommerce Solution for Expanded Capabilities and Growth



## THE CHALLENGE

Lavazza Nederland needed a new ecommerce platform because their current solution was outdated and no longer aligned with the current or future goals. They needed to respond to both B2B and B2C customers' needs for a better online shopping experience, personalized transactions, up-to-date customer insights, and product information.

The implementation was technically complex because other systems needed to link and integrate seamlessly across Lavazza's ecosystem. Furthermore, the B2B and B2C activities had to be unified to streamline workflow and avoid managing multiple catalogs and duplicate work on the backend.

Lavazza searched for a robust and flexible ecommerce platform that could handle this data integration, be deployed in multiple countries, and was both flexible and scalable.



## REPLATFORMING FOR MORE FLEXIBILITY & SCALABILITY

The coffee brand sought help from rb2, an experienced ecommerce partner, for the selection and implementation of a new commerce platform that would accommodate the customer requirements and improve user experience -- and provide far more scalability and flexibility than their current solution.

Rb2 and Lavazza selected Virto Commerce as their B2B and B2C ecommerce platform to take them into the future and accommodate their plans for online strategic growth.



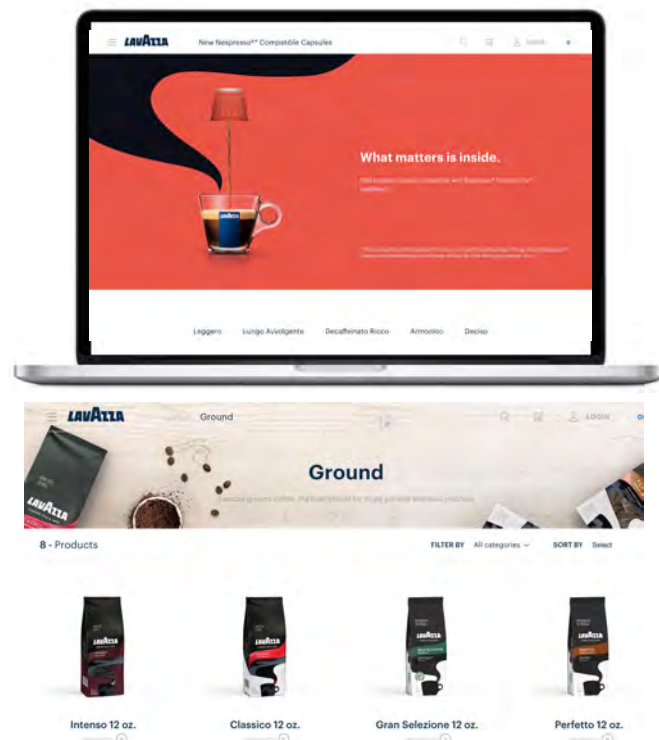
## REQUIREMENTS AND HURDLES

**Technical Complexity:** Several factors made the implementation technically complex. Ex: Five other digital platforms of parent company Bluespresso BV needed to be linked and integrated.

**Large Catalog:** The catalog has 4000 items and detailed descriptions

**Pricing:** The solution required complex and variable pricing per channel

### Lavazza Ecommerce



## ABOUT LAVAZZA

European Coffee brand Lavazza Nederland has passion for excellence that makes every cup a unique experience. With online, in store, and B2B distribution, Lavazza coffee delights customers worldwide. Now Lavazza offers more than 4,000 business customers online ordering of their product catalog, pricing and order history with a new ecommerce website.

[www.lavazza-nederland.nl](http://www.lavazza-nederland.nl)



## HOW LAVAZZA AND RB2 SELECTED VIRTO COMMERCE



Lavazza Nederland needed an ecommerce platform that could handle data integration, personalization, provide insights into customer behavior, and scale across languages and countries. The teams selected Virto Commerce because it met those demands and also allowed for future development of new ideas, so Lavazza can continue to evolve its ecommerce vision and goals. Virto Commerce was the clear choice for optimal flexibility, scalability and a long-term ecommerce strategy.

*“We chose Virto Commerce for Lavazza because it is the only ecommerce platform that has the functionality, flexibility, and scalability we need -- today and long-term.*



*With Virto, the product options are customizable for both B2B and B2C activities - and that improved customer ordering experiences and streamlined our processes.”*



## IMPLEMENTATION

To build the new ecommerce platform on Virto Commerce, the rb2 team supported Lavazza Nederland with development, implementation, and technical support in every phase of the process. In this project, the team worked closely together according to the agile scrum framework to switch and adapt quickly when necessary.

The B2B phase of the implementation brought additional challenges, specifically for managing all order lists and special price agreements. To tackle this challenge, the team created a link with the Zegris ERP system, where all data is synchronized. This solution makes the process much faster and more efficient, and the management of the data is also much easier. Adding new products -- and other CMS/content management tasks -- is now done instantly and no longer takes hours to complete.

Because of the flexibility of the Virto Commerce platform, the teams continue to build out the Lavazza Nederland ecommerce vision, continuously developing and expanding the platform further. New functionalities ensure that Lavazza Nederland can serve customers even better in the future.

### TOOLS & TECHNOLOGY

<b>Front End:</b>	Vue.js, Umbraco CMS
<b>Back End:</b>	Virto Commerce, .NET Core, Azure SQL, Azure Search
<b>Servers &amp; Hosting:</b>	Microsoft Azure
<b>Tools &amp; Approach:</b>	Atlassian Suite and Scaled Scrum



## THE RESULT

Lavazza replaced their old website with a brand new ecommerce website - both for B2B and B2C. With Virto Commerce's functionality, the product options are fully configurable for both B2B and B2C processes, and it is now possible for customers to place their orders, view order history, manage order lists, and view invoices from one interface.

Customer trends and data analysis are now easily accessible, and the Lavazza Nederland account managers can now respond strategically, quickly, and accurately to customer behavior and serve customers better than ever before.

## ABOUT VIRTO COMMERCE

Virto Commerce is a worldwide leader in B2B digital commerce software and was founded in 2011 by industry experts with decades of ecommerce experience. Virto Commerce provides our robust commerce technology, services, and expertise to over 100 companies worldwide. Leveraging our open source platform, our clients strategically use Virto Commerce to build stronger customer relationships and rapidly increase global online sales.