

# Standaard Boekhandel Opens New Chapter on Digital Commerce by Replatforming to Virto



## THE CHALLENGE

Looking to strengthen its position in a fiercely competitive online book sales market, Standaard Boekhandel, Belgium's largest book retailer, embarked on a digital transformation process that was to deliver a best-in-class omnichannel customer experience.

Competition in online book sales is fierce. Having the best product offering in books and the most user-friendly ordering site which links seamlessly to all your systems are basic but critical requirements for success.

Such an omnichannel experience requires a flexible and stable commerce platform capable of aligning online and offline ordering through integration with the cash registration systems, resulting in a faster and more efficient ordering process.



## REPLATFORMING HELPED OVERCOME COMMERCE LIMITATIONS

Standaard Boekhandel chose to replatform to Virto Commerce in order to gain capabilities they did not have in their previous ecommerce tool so that they could extend their product offering, integrate efficiently with different channels, and improve the search functionality for their two brands. Because they were facing limitations with their previous commerce tool, they wanted to migrate to a more flexible and sustainable platform.



## REQUIREMENTS AND HURDLES

**Large Catalog:** The desired outcome was to select a system capable of processing a product catalog of over 15 million products and customer orders in 207 fulfillment centers (200+ shops, 2 web shops, B2B services, etc.).

**Stock Locations:** Every product has unique stock locations and that presents a challenge

**Price Variations:** Products may have different prices per channel.

**Data Updates:** Continuous data flows are sent to different channels.

**Manage Maintenance Cost:** They looked to migrate off the previous system, which had proved to be difficult to maintain and costly to keep evolving to meet the changing needs.

## Standaard Boekhandel Ecommerce

The screenshot shows the Standaard Boekhandel Ecommerce website. The top navigation bar includes links for Books, Music, Gifts, and All products. The main content area displays a search result for 'Books' with 12,225,946 results. A specific book titled 'De Gouden Toren' by 'The Good Son' is highlighted with a price of € 22.99. Below this, there are sections for Non-fiction, Fiction, and Leisure, each listing various categories like Literature & Novelty, Children's Books & youth books, Travel guides, and more. A promotional banner on the right side features a smiling child and text about gift ideas for a communion or spring festival.

## ABOUT STANDAARD BOEKHANDEL

Standaard Boekhandel is a large Belgian bookstore chain of approximately 150 stores and 15 million products. In addition to selling millions of books, they sell stationery, music, games, gifts, and toys. They acquired their counterpart called Club in Wallonia, adding another 50 stores to their business. Yearly revenue of the company is about € 200 million euros.



## HOW STANDAARD BOEKHANDEL SELECTED VIRTO COMMERCE

During its commerce tool evaluation process, Standaard Boekhandel first considered a broad spectrum of solutions, including product suites and best-of-breed architecture solutions. They decided to select a best-of-breed architecture because it could anticipate the need to evolve over time and add/remove components – and Virto Commerce was the clear choice to provide this flexibility. For the ecommerce requirements, Virto proved to be the best solution to fit the requirements of both the short-term and long-term strategy. In light of future growth and requirements, Virto Commerce proved to have the ability to handle future customizations and enhancements with ease and far better than other solutions.

**“**We chose Virto Commerce as the new platform for Standaard Boekhandel because it is the only ecommerce platform that has the customizability and flexibility that we need. We migrated off of another platform, and now with Virto Commerce we are able to quickly update products, stock, and metadata - without the limits we experienced before.” **”**



## IMPLEMENTATION

Along with its partner Delaware, the team worked with Virto Commerce to build the online ecommerce solution for both of its brands, Standaard Boekhandel and Club, with integration of its 200 offline points of sales. The Delaware consultants led the development effort, conferring with the Virto Commerce team when needed, and the solution was successfully deployed in about a year time span. The site is now processing thousands of orders daily and is able to handle continuous updates of product metadata, product data, and stock updates.

While the bookseller's former platform came up against limits, Virto Commerce resolved those issues and allowed a flexible implementation in order to be able to handle a total of millions of updates daily. The Virto Commerce engine is ideal and suitable for further growth of Standaard Boekhandel.



## THE RESULT

Standaard Boekhandel now has a new commerce platform on Virto Commerce that allows them to grow, adjust functionality, and add customizations that were not possible on their previous platform.

### Highlights include:

- 15 Million products in the catalog
- Thousands of daily orders
- 150 stores managed across 2 brands
- Integration with 200 offline points of sale

With the Standaard Boekhandel site built on Virto Commerce, it is now a long-term strategy that is future-proof -- meaning it is able to meet the current and future needs of the business and developers.

## 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 and hosted solution, our clients strategically use Virto Commerce to build stronger customer relationships and rapidly increase global online sales.