Case Study:
Modere

MŌDERE.

HAMARI

PIMCORE
GOLD
PARTNER
★ ★

Solution Partner
Hamari Agency

Industry
Healthcare

Products Used
DXP/CMS

Customer

Modere

Modere is an award-winning global brand offering an extensive portfolio of clean, science-backed lifestyle products across beauty, personal care, nutrition, and household essentials. Their formulas avoid thousands of controversial chemicals, providing customers with safe, effective clean label options. Modere's holistic philosophy extends beyond ingredients to sustainable operations, company culture, community activism, and environmental advocacy. Serving over 3 million customers worldwide, Modere has received accolades for products like CellProof Clean Beauty and holds numerous patents and scientific validations.

Modere sells more than 20,000 SKU's and operates 26 warehouses in 12 different countries across the world. Modere decided to partner with Hamari to implement a PIM and MDM solution using Pimcore which would enable them to replatform to BigCommerce. The PIM solution would become the source of truth for managing product data and would also be responsible for setting prices and calculating inventory availability globally.

Customer Key Facts

44
Countries

230
Mio. Euro Turnover

Challenge

How does a Modere transform the way they manage their product information while undertaking a major commerce replatforming project?

Modere was undertaking a major digital transformation with an e-commerce re-platforming project and changing the way they manage their product data. They also needed to ensure that this

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"Hamari delivered the Pimcore solution which enables Modere to centrally manage over 4,000 SKUs across 26 global warehouses allowing them to replatform Modere to a headless BigCommerce site. Pimcore provided the complex pricing capabilities, dynamic inventory availability calculations as well as a robust data governance framework."

Clark Haynes

Senior Technology Director at Modere

Solution

Developing Pimcore PIM

We developed the PIM system to cater to Modere's diverse product taxonomy across their business globally. The system handled various product types, including standard products, products with variants, bundles, and bundled variants (including bundles containing other products or other bundles). P

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Results

How did we synchronise the Pimcore product data into BigCommerce

Hamari delivered the Pimcore solution which enables Modere to centrally manage over 4,000 SKUs across 26 global warehouses allowing them to replatform Modere to a headless BigCommerce site. Pimcore provided the complex pricing capabilities, dynamic invent

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Key Results

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Reduced Time to Market

20%

Reduced Duplicated Data

50%

Time saved in data maintenance

Suggested Case Studies

Individual Solutions for Dynamic Insurance Applications

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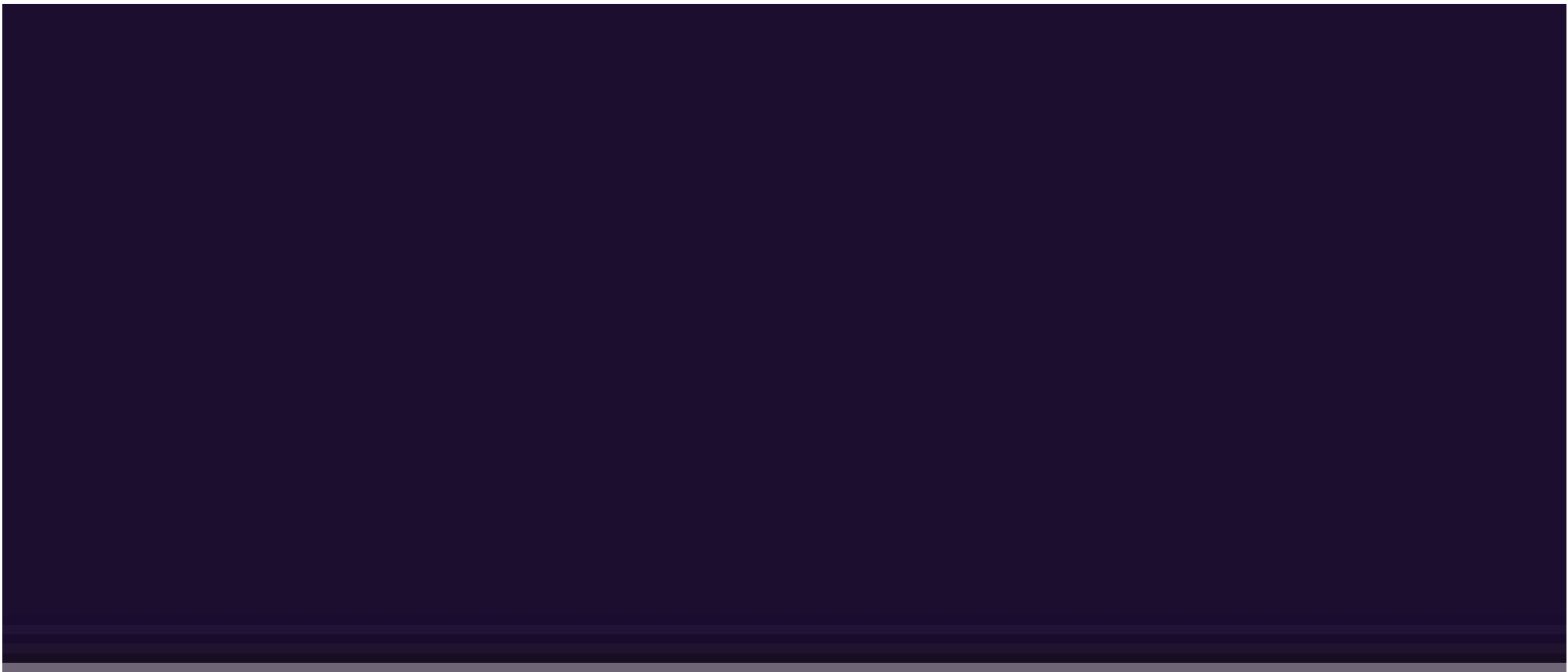| Company	Platform	Resources	Community	Contact
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