

K2 Sports

K2 Sports is a collection of iconic global brands devoted to “creating unforgettable experiences for outdoor enthusiasts.” This includes everything from skiing and snowboarding to snowshoes and backcountry safety equipment. Each brand under the K2 umbrella maintains a distinct voice and point of view while sharing the K2 standards for [customer](#) satisfaction and pioneering innovation.

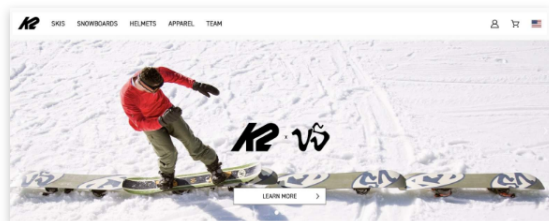


Image from <https://k2snow.com/>

Challenges faced.

On their former platform, Salesforce Commerce Cloud (formerly Demandware), the K2 brand collective felt limited in what they could do. They were unable to create and maintain a cutting-edge shopping experience due to a lack of [APIs](#). Additionally, their former platform was not a SaaS (Software as a Service) platform, so they were responsible for the costs and development time associated with maintaining it. With so many sites being hosted, these costs added up. These factors were also impacting their ability to expand, especially internationally. They determined they needed a more cost-effective, feature-rich, and developer-friendly solution.

Reasons for choosing headless.

By choosing a [headless](#) configuration, K2 could leave behind a monolithic platform for a SaaS one. They chose BigCommerce for their backend because they found the API performance and speed was able to deliver the innovative shopping experiences they wanted at a lower cost of ownership. On the frontend they used Contentstack as their CMS to deliver the content-rich experiences that make each of their sites resonate with the desired audience.

Results.

With their new headless setup, they were able to launch 8 brands and 16 sites all in under 9 months. They have also become more efficient with creating content. As reported in a [case study with Contentstack](#):

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K2 has successfully increased [content](#) publishing to match their brand needs and goals while alleviating development dependencies...K2 can create sites 75% faster, publish content 90% more quickly, and has boosted productivity by 50%.