

OSF | DIGITAL

fahrrad.de

EQUIPPING FAHRRAD.DE FOR A SMOOTH RIDE WITH SALESFORCE B2B COMMERCE

OSF Digital – fahrrad.de

ABOUT FAHRRAD.DE



FAHRRAD.DE

fahrrad.de is a brand of the Internetstores Group, Europe's leading digital multichannel retailer of bike and outdoor products—with over 40 online shops in 14 countries, brick and mortar stores in Germany, Sweden, and France, and a growing network of mobile and local service partners.

fahrrad.de's unique product range includes bikes, clothing, equipment, and accessories for all cyclists—from beginners to families to ambitious, experienced athletes.

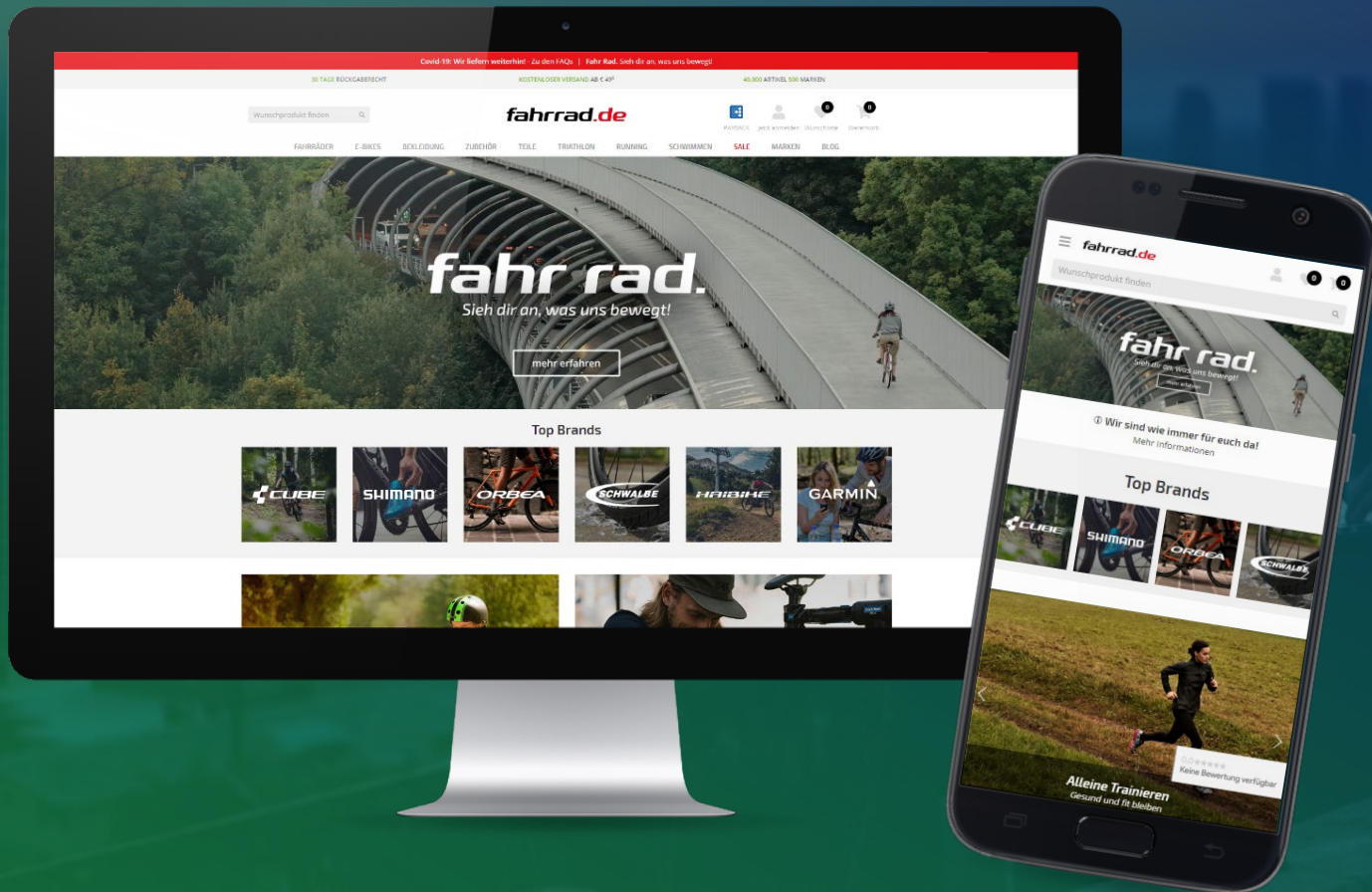
FAHRRAD.DE'S CHALLENGES

Need for a B2B Website

Fahrrad.de was looking to extend its existing business model of selling bikes via fahrrad.de to consumers by reaching a broader audience through a B2B online bike leasing shop for corporate customers.

OSF'S SOLUTION

Implementation of Salesforce B2B Commerce



OSF Digital implemented Salesforce B2B Commerce.

Based on the delivered B2B website, OSF developed a highly-customized B2B2C ecommerce solution that will help fahrrad.de engage with both consumer and corporate customers.

OSF'S SOLUTION

Third-party Integrations

OSF performed the following integrations with the new B2B website:

- Adobe Sign
- Fahrrad.de's internal ERP system
- Service Partners solutions (bike repair shops and bike delivery services)

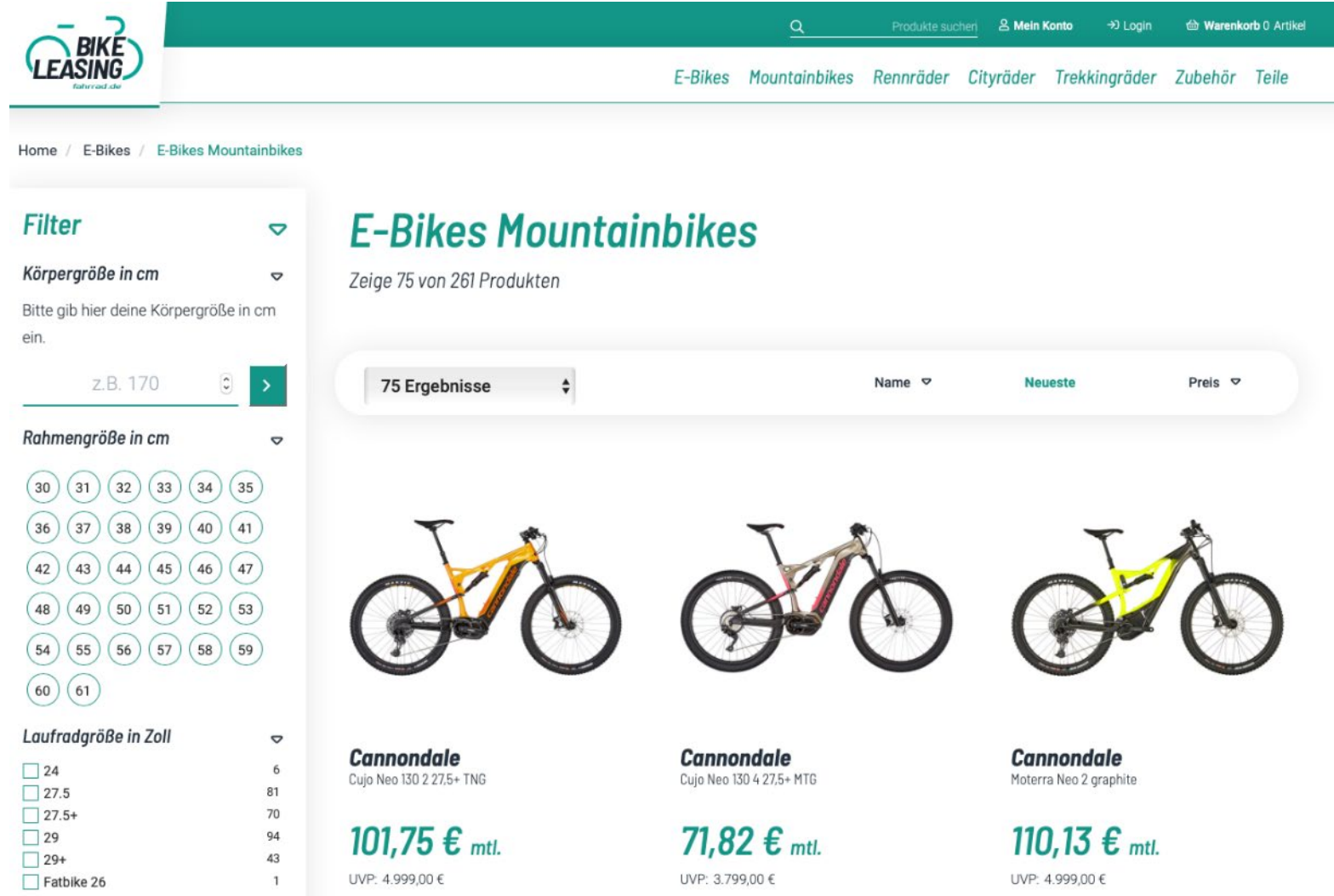
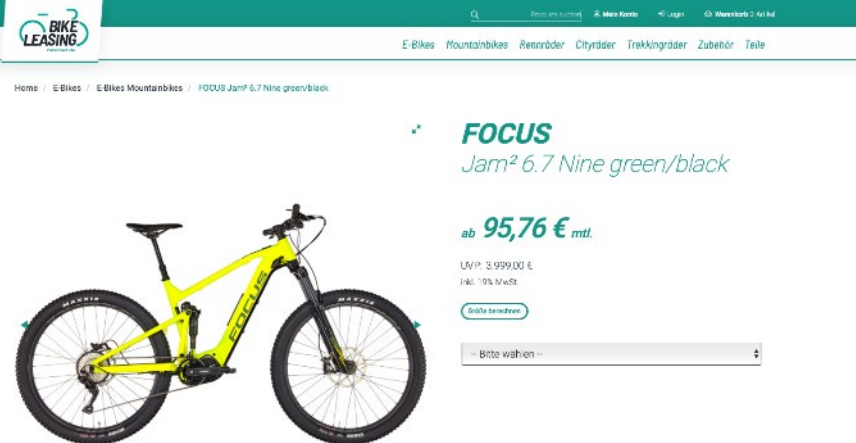
RESULTS

Exceptional Digital Experiences for B2B Customers

Fahrrad.de now has a feature-rich B2B Commerce website that allows the company to provide an easy, B2C-like customer experience to its corporate customers.

RESULTS

Exceptional Digital Experiences for B2B Customers



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THANK YOU

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