

# How Danone created new eCommerce strategies

Customer says: We chose commercetools as the right solution for Danone because of its flexibility and its MACH-based cloud-native approach. This enabled us to get eCommerce solutions ready to deploy across multiple markets within weeks.

## The challenge

In 2013, we experienced how important being able to connect directly with consumers can be, when increased demand for our products in China led to shortages of our baby formula brands across Europe. Accessing food for their babies was an emotive issue for parents, and we needed to find a solution quickly to enable them to buy direct.

## The solution

Connecting commercetools with Google Cloud enables Danone to collect and analyze this sampling data, as well as stream it into other software to help our reps in the field tailor their conversations with healthcare professionals. The choice of commercetools deployed on Google Cloud is part of a significant shift towards modular technologies.

## The results

One of the key reasons we chose to work with commercetools on Google Cloud was because the commercetools team understood we needed more than just a shopping cart. While there are many eCommerce vendors focused only on increasing sales, we wanted a flexible solution that helps us to add value and helps us to learn more about our customers.

Editor's note: Today's blog comes from Luke O'Connell, Head of Data and Technology at Danone. He shares the ways in which using commercetools deployed on Google Cloud is helping Danone to connect more directly with consumers and better understand their needs.

<https://cloud.google.com/blog/products/infrastructure-modernization/ecommerce-strategies-to-connect-customers>

## About DANONE

The success story is already public and published in Google Cloud Blog. Please find here the link:

<https://cloud.google.com/blog/products/infrastructure-modernization/ecommerce-strategies-to-connect-customers>

Industry: Consumer Packaged Goods

Primary project location: France



**commercetools**

*Next generation commerce*

## About commercetools GmbH

<https://cloud.google.com/blog/products/infrastructure-modernization/ecommerce-strategies-to-connect-customers>



Google Cloud  
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## Products

Google Cloud Platform