

# Apply Digital is a global digital transformation partner for change agents

8

locations

650+

specialists

500+

projects delivered

+ Vancouver

Toronto

+ New York

+ Los Angeles

+ Mexico City

London + +  
Amsterdam

+ Santiago

# Clients Apply Digital have helped grow



KraftHeinz

Disney



Parkland



moderna





# Why Apply Digital?

1

Apply Digital is one of the largest global agencies **100% focused on composable** technology.

2

Apply Digital is an award winning **commercetools implementation partner**.

3

Apply Digital has successfully delivered business **transformation for enterprises across NA, LATAM, and EMEA**.

4

Apply Digital has launched impactful **initiatives** across leading global B2B, B2C, and D2C organizations.





# Apply Digital's Expertise

## Platforms

---

- Orchestrating Digital Touchpoints
- Assessing & Selecting Best-of-Breed Tools
- Service & System Design
- Modular Architecture & Infrastructure Definition
- Operational Excellence in a Composable Business
- Data Systems & Intelligence

## Commerce

---

- Strategy & Service Design
- Buying Experience Design
- Infrastructure & Engineering
- Ongoing Support & Optimization,
- Commerce-as-a-Service (CaaS)

## Product

---

- Functional & Experience Design
- Planning & Feature Prioritization
- Delivery & Backlog Management
- Product Growth & Optimization

## Transformation Strategy

---

- Business Growth & Innovation
- Tech Strategy
- Commerce Strategy
- Brand Strategy
- Loyalty Proposition Design
- ROI Evaluation

## The Lab

---

- Innovation Prototyping
- AI Project Starts
- Futures Research
- Thought Leadership
- Innovation Technology & Tool Evaluation





# Apply Digital is a commercetools platinum tier partner



## commercetools Projects

Apply Digital has executed 12+ projects with commercetools for large and complex enterprise clients.



## commercetools Experts

Apply Digital has a large global team with some of the strongest working knowledge of commercetools across the commercetools partner network.



## Certified team

Apply's technology and business teams are well versed in commercetools and have over 25 certified commercetools developers and architects.



## Pushing Innovation

Apply Digital has built more technical integrations to the commercetools platform than any other partner including plugins for Visa Cybersource, Klarna, and Klaviyo.

## Highlighted Shared Customers



# Extensive Technical Expertise

Apply has **300+ skilled developers**, with expertise in a wide range of technologies:

## CMS



## Marketing automation



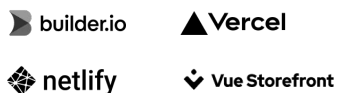
## Data and analytics



## Commerce, PIM, OMS, DAM



## Front end accelerators



## Infrastructure



## Search



## Loyalty



## Mobile







Decrease your time to market with CAFE. Built by Apply Digital based on learnings from 300+ composable projects delivered



# CAFE

COMPOSABLE

ACCELERATOR

FOR

ENTERPRISES



# Why CAFE

---

## **Best practices**

CAFE is built on years of experience and over 300 successful composable projects. Benefit from all our learnings and best practices when building a composable solution.

---

## **Faster time to delivery**

Skip worrying about architectural decisions. Focus on features, not commodities, and save time and effort with our proven approach.

---

## **Future-proof your evolution**

Iterate, experiment, and enhance your digital experience in a secure, documented ecosystem. Seamlessly integrate new technology with your current stack.

---

## **Scalable across your organization**

Reusable components will be shared across all digital projects, facilitated by a governance process that ensures a uniform approach across all teams.

# CAFE enables companies to:

## 01 Test tech

---

Conduct a rapid proof of concept to evaluate composable platforms.

## 02 Be solution-led

---

Create solution-led projects that have specified a composable technology for implementation.

## 03 Re-implement

---

Try again after an unsuccessful attempt to implement a composable technology.

## 04 Deliver faster

---

Work with tight deadlines and move forward quickly without too much customization.

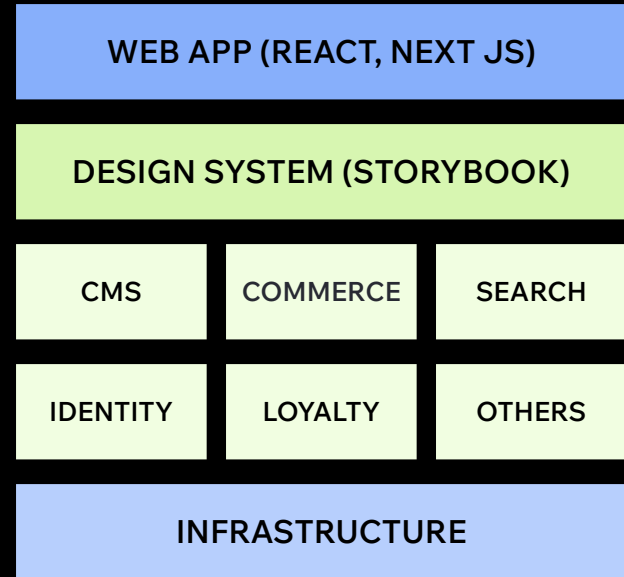


# Layers of the Accelerator

CAFE is designed with modular layers, enabling you to select the parts that best fit your project's initial needs.

As your digital platform evolves, you can seamlessly integrate additional solutions, ensuring flexibility and scalability throughout your journey.

This approach not only accelerates development but also provides a scalable foundation for future expansion, catering to your evolving digital landscape.



# What's included in CAFE

## Frontend App

---

- React + Next.JS
- Serverless FE deployment

## Design System

---

- Atomic Design principles
- Components Library for building content and commerce pages
- Best practices for UX
- Accessibility, SEO and Analytic Standards

## CMS (Contentful)

---

- Custom Content Model
- Environments
- Roles / Workflows
- Studio

## Commerce (commercetools)

---

- Order Management
- Cart Check-out
- Product Information
- Promotions
- Search

## Documentation

---

- Designers
- Developers



# Components created

Foundations  
colors, font styles...

**Color palette**

**Primary**  
#333333  
Main components: Header, Footer

**Secondary dark**  
#444444  
Main components: Header, Footer

**Secondary light**  
#555555  
Main components: Header, Footer

**Secondary**  
#666666  
Main components: Header, Footer

**Typography**

**24** The quick brown fox jumps over the lazy dog.  
18px / 16px / 16px

**24** The quick brown fox jumps over the lazy dog.  
18px / 16px / 16px

**24** The quick brown fox jumps over the lazy dog.  
18px / 16px / 16px

**24** The quick brown fox jumps over the lazy dog.  
18px / 16px / 16px

**24** The quick brown fox jumps over the lazy dog.  
18px / 16px / 16px

Atoms  
at-buttons, at-checkboxes

**Buttons**

**BUTTON LABEL**

Stainless Steel X

Stainless Steel X

Stainless Steel X

**Chips**

Stainless Steel X

Stainless Steel X

**Checkboxes**

Molecules  
m1-Input, m1-search...

**Banners**

Classic line  
New designs for this winter 2022

**Cards**

Monterrey Sneaker  
\$140 \$112

**Inputs**

Ingressa tu nombre

Valentina Olivares  
valentina@reign.cl

valentina@reign

**Text**

Placeholder

Organisms  
or-forms, or-header...

**Footer**

BeeShop

**Form**

Delivery address

Templates  
tm-product-selection

**Template**

Monterrey Sneaker  
\$77

Select color

Select size

Quantity

**Description**

- Item no. 12345
- Women's classic lace up sneaker
- Upper: canvas/mesh
- Soft washed cotton canvas lining
- Classic white rubber sole
- Comforted, curly laces finished with waxed leather tips
- Includes our exclusive coating system with performance for breathability and cooling with changes for warm and comfort
- Traditional lace, leather tongue and color details
- Inspired by the iconic gingham products worn by 1987's Monterey Pop Festival

**Material**

Pages  
pg-homepage

**Homepage**

FREE SHIPPING OVER \$50

BeeShop

Classic line  
New designs for this winter 2022

**Popular categories**

Slippers Slippers Outdoor Sneakers

**Featured products**

Monterrey Sneaker  
Monterrey Sneaker  
Monterrey Sneaker  
Monterrey Sneaker  
Phantom Football Boots

**Bee pledge**

**Worldwide Shipping**  
Free shipping to most countries or orders over \$50. Check out for rate by your country.

**Return policy**  
Wor your 30 days after we will return your product and 90% discount for our services.

**Cruelty Free**  
We believe in the ethical treatment of all living things, so our shoes are made with cruelty-free materials.

BeeShop

**About BeeShop**  
About Us Our Stores Newsletter

**Help & Support**  
Contact Us Shipping info Returns

**Policy**  
Terms Conditions Privacy & Cookie Policy

Currency (USD)

Language (en)

Smaller elements

Larger forms





# Highlighted Shared Case Studies





# The Very Group

Creating a future-fit tech transformation plan for a leading eCommerce company

## The Challenge

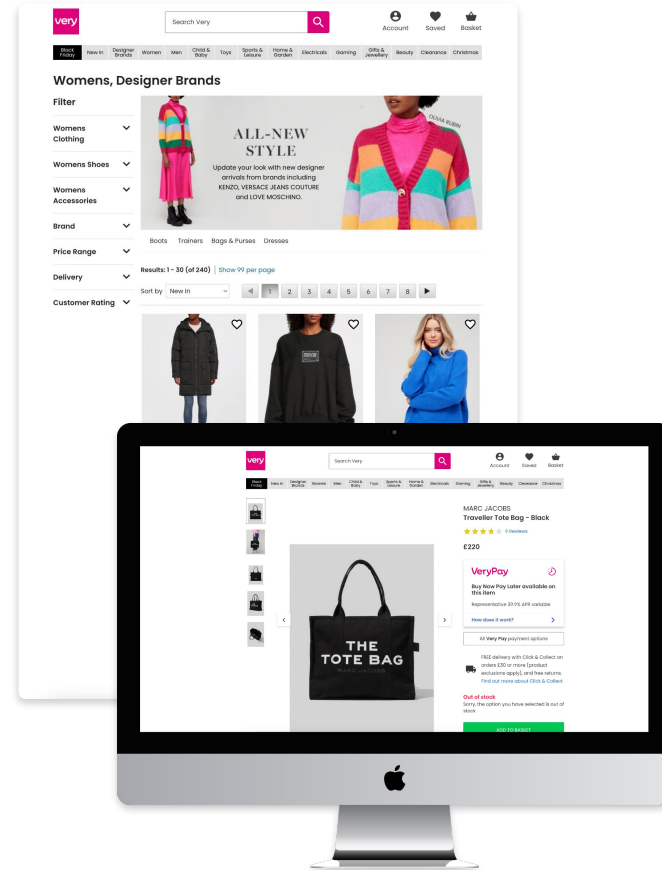
The Very Group is a digital retail brand that curates home, fashion, and family products across 2,000 brands, driving £2.3bn in annual revenue. For over a decade, the brand had used a legacy tech ecosystem. Looking ahead, the team wanted a platform that was more customer-focused and would position them to scale and evolve.

## The Solution

Apply led The Very Group through a process of selecting and designing the right technologies and system architecture for their goals. Apply **developed a multi-year tech investment strategy and roadmap that would allow them to make incremental changes each year. This included a plan to facilitate better customer experiences by transferring their eCommerce platform to a composable commerce option, commercetools**

## The Results

The Very Group now has a clear tech transformation program and roadmap. The new system and presentation layer is supported by a number of a microservices-based, API-first, cloud-native, and headless technologies, enabling customer experience changes to be delivered faster and more frequently than ever before.







# Games Workshop

Transitioning a global gaming company to composable architecture and a modern workflow

## The Challenge

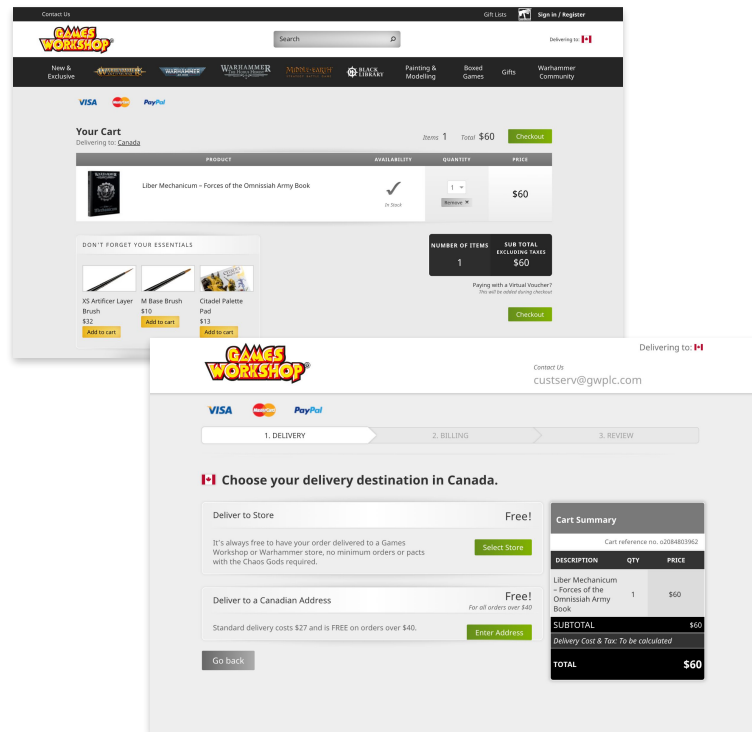
Games Workshop manufactures miniature wargames and figurines, serving every major continent for over 40 years. The company was experiencing declining sales, and wanted to implement a better checkout system, along with an updated tech stack that supported growth.

## The Solution

Apply Digital guided the team through the process of moving to a composable architecture, from their antiquated monolithic system (ATG) to commercetools. Apply provided build and deployment support in a few key areas, including improving their guest check out process, implementing a regression testing process to ensure platform rigor, and updating the team's build workflow towards a continuous integration approach.

## The Result

This project is underway, as we're currently building out the supporting composable architecture to enable their growth plans.



# Thomas Pink

Helping a luxury shirt brand increase revenue with bespoke commerce and customer experience tools

## The Challenge

Thomas Pink sells professional attire across the globe. While they had name recognition in the space, their sales were declining. The Thomas Pink site user experience was not optimized, which was contributing to low engagement and sales. They needed an updated system to drive revenue and improve the UX.

## The Solution

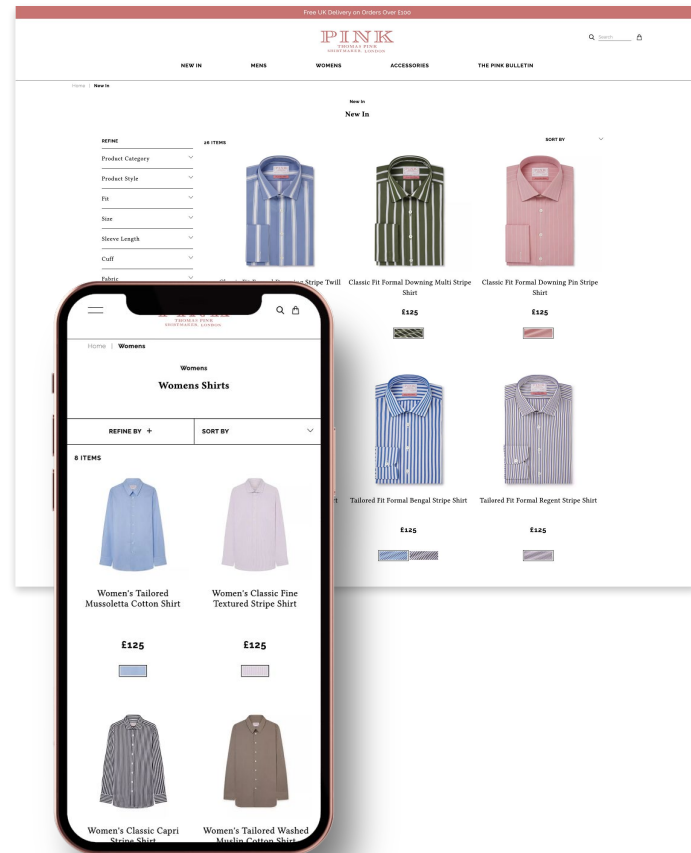
Apply evaluated the team's current platform and designed an updated set of tools that would function with the team's existing architecture. Apply Digital swapped in new tools for order management and ensured their commercetools implementation was optimized. To improve the customer experience, and improve conversion, Apply crafted a bespoke customer login experience, where shoppers could get personalized suggestions of products they might like.

## The Results

Between the improved platform tools and enhanced focus around internationalization, the site saw an increase of average order value from £100 to £290 per shopper.

**300%**

Increased the average order value 3x



# RENISHAW

## Renishaw

Helping a British B2B manufacturer evolve digitally across both content and commerce

- Established a company-wide digital vision and change program to align their goals
- Transitioned away from monolithic tech and toward composable platforms to drive efficiencies, and elevate the user and brand experience
- Delivered a data-driven business case that establishes clear ROI along with a proof of concept around the benefits of composable tools

The screenshot shows a product page for a stylus. Annotations point to various components:

- m1-breadcrumb**: Points to the breadcrumb trail: Home > Online Store > Stylus > Straight Stylus > A-2200-6422 > Back to Results
- m1-dropdown product detail / open**: Points to a dropdown menu on the product image.
- m1-dropdown product details**: Points to a dropdown menu for technical details, with sub-annotations:
  - Item spacing: 8
  - Padding left: 16
  - Padding right: 16
- or\_product-listing**: Points to a 'Shop the Product Line' section containing a list of product cards.
- Orange - 600**: Points to an 'Add to basket' button, with sub-annotation: #E17B15 RGB (87, 83, 78)

The product page content includes:

- Product Name: Stylus
- Product code: A-2200-6422
- SKU: A-2200-6422
- £900.00 corporate discount price
- Product Highlights:
  - Linear Stylus
  - Low-M Stiffness
  - Low-M Stiffness
  - See more details
- Quantity: 1, Add to basket, Save
- Delivery and returns:
  - Next day delivery FREE
  - Expedited Shipping - Review by Aug 27th £15.00
  - Free returns 30 days
- Product Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis eros. Sed...
- Technical Table
- Technical Documentation
- Additional resources (links to resources on .com site)
- Shop the Product Line: Shop Vionic product line, includes brief description of the product line, links to PDF or PDP.
- Compatible Products: Grid of product cards with descriptive product names.
- Similar Products: Grid of product cards with descriptive product names.
- Shop by category: Stylus, Machine Tool Products, Encoders.

# Direct Wines

Helping a global wine distributor modernize its tech stack and reach more customers

## The Challenge

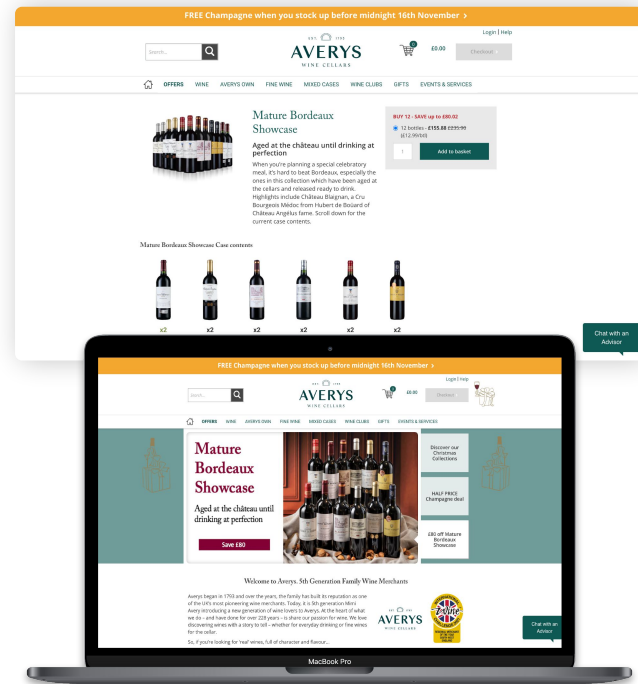
Direct wines is a subscription based wine provider, connecting customers across the UK, Australia, and the US with wines from around the world. They were using Oracle to manage their content, but they needed a new platform with updated eCommerce capabilities to support their new direction.

## The Solution

We led the team through the process of selecting the right set of tools that would enable a composable architecture. We landed on Commercetools for their commerce solution, Contentful for their content management system, and Algolia for dynamic search functionality. We also put in place bespoke packaged business capabilities (PBCs) to improve their customer experience.

## The Results

The changes drove a seismic shift in the team's operating workflow. Previously, they had to operate with a more regimented approach on their monolithic architecture, sometimes taking 18 months to go from ideation to deployment. With their new suite of tools, the team is launching changes much faster, and is positioned for continuous innovation due to their chosen composable approach.



# Nuffield Health

Improving the service booking system for a large health and wellness charity

## The Challenge

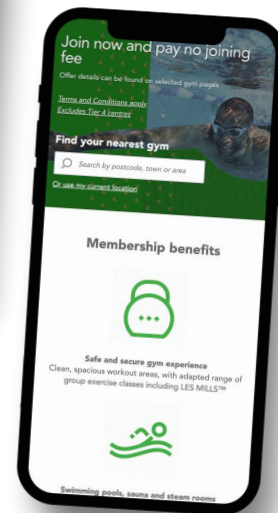
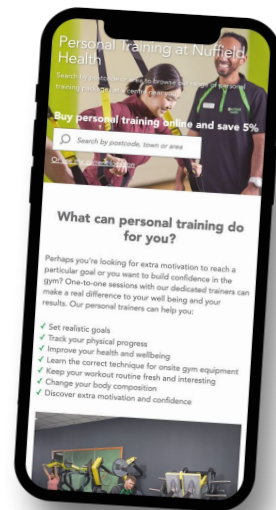
Nuffield Health is a gym and hospital charity that provides health services across hospitals, fitness centres, and workplaces. They wanted to improve the way they were managing data across their services, notably for their personal training arm. Data was scattered across Excel spreadsheets and various software, making it difficult to explore insights and action.

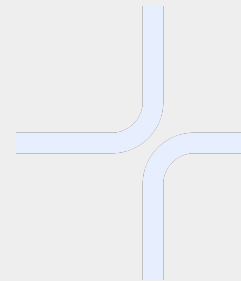
## The Solution

We built out a suite of tools and capabilities to improve the management of their personal trainer personnel and programs. This included building mobile-first experiences, where customers could easily see trainer availability and content, and meaningfully engage.

## The Results

The team now has best-in-breed tools in place to engage their customers in a meaningful way, providing a more streamlined approach to booking with healthcare providers.





# Apply Digital look forward to connecting with you

Colton Cavey

Partner Sales Manager, NA



[colton.cavey@applydigital.com](mailto:colton.cavey@applydigital.com)

