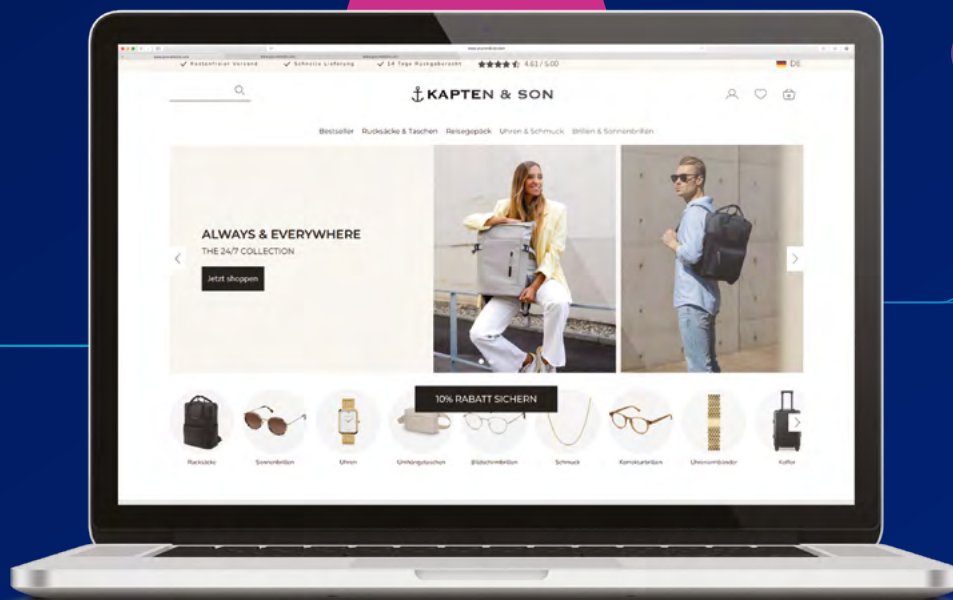


# Kapten & Son Case Study

From Fragmented to Integrated: How Actindo Empowered Kapten & Son's E-Commerce Success



# Key results

- Kapten & Son's customer care increased productivity by 23%
- Kapten & Son are equipped to increase order volume by at least 100% and in peak periods by 1000% without operational difficulties or negative effects on customer experience

## About KAPTEN & SON



>150  
employees



7  
flagship stores + online store  
and wholesale/B2B network



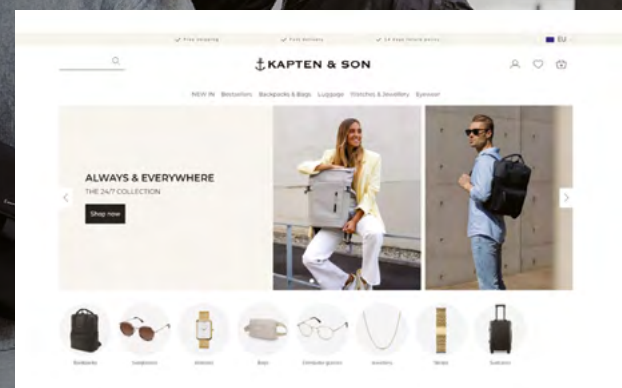
>500  
products



HQ  
Headquarters: Cologne, Germany

## KAPTEN & SON

Kapten & Son is a renowned lifestyle brand known for its minimalist design, craftsmanship, and sense of adventure. Founded in 2014, the German brand has gained global popularity among fashion enthusiasts and is one of the fastest-growing accessories brands in Europe. Their product range includes watches, sunglasses, backpacks, and accessories, all reflecting timeless elegance and versatility. The order volume exploded quickly thanks to unique influencer marketing with highly popular content creators, further driving their success.



# Challenge:

## Lacking Scalability And Flexibility Due to Fragmented System

Kapten & Son faced significant challenges due to their fragmented IT landscape for retail and e-commerce, which consisted of a combination of in-house software, Excel sheets, and off-the-shelf solutions for their business operations. This fragmented approach presented several obstacles in their pursuit of doubling their revenue in the next 3-5 years.

The existing system lacked scalability and flexibility, impeding the company's ability to support long-term growth targets and adapt to a dynamic business environment. For instance, capturing market opportunities through influencer campaigns became cumbersome due to the system's limitations.

The reliance on manual and fragmented processes resulted in errors, low productivity, and a lack of transparency across different channels and systems.

**To achieve their revenue goals and overcome these obstacles, Kapten & Son recognized the need for a comprehensive solution that would provide scalability, flexibility, and improved integration across their entire business ecosystem.** The company aimed to implement a unified system that would reduce manual processes, enhance transparency, and optimize productivity to support its ambitious growth targets.



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**“We came to Actindo because our fragmented IT landscape for e-commerce slowed us down and didn't allow us to achieve our ambitious growth targets. Actindo is our new digital operations platform and central hub for process and data orchestration and automation that integrates our whole system in a future-proof MACH-Architecture.”**

Patric Bökemeyer, VP Operations, Kapten & Son

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# Solution:

## Actindo as the Heart and Brain of the E-commerce Architecture

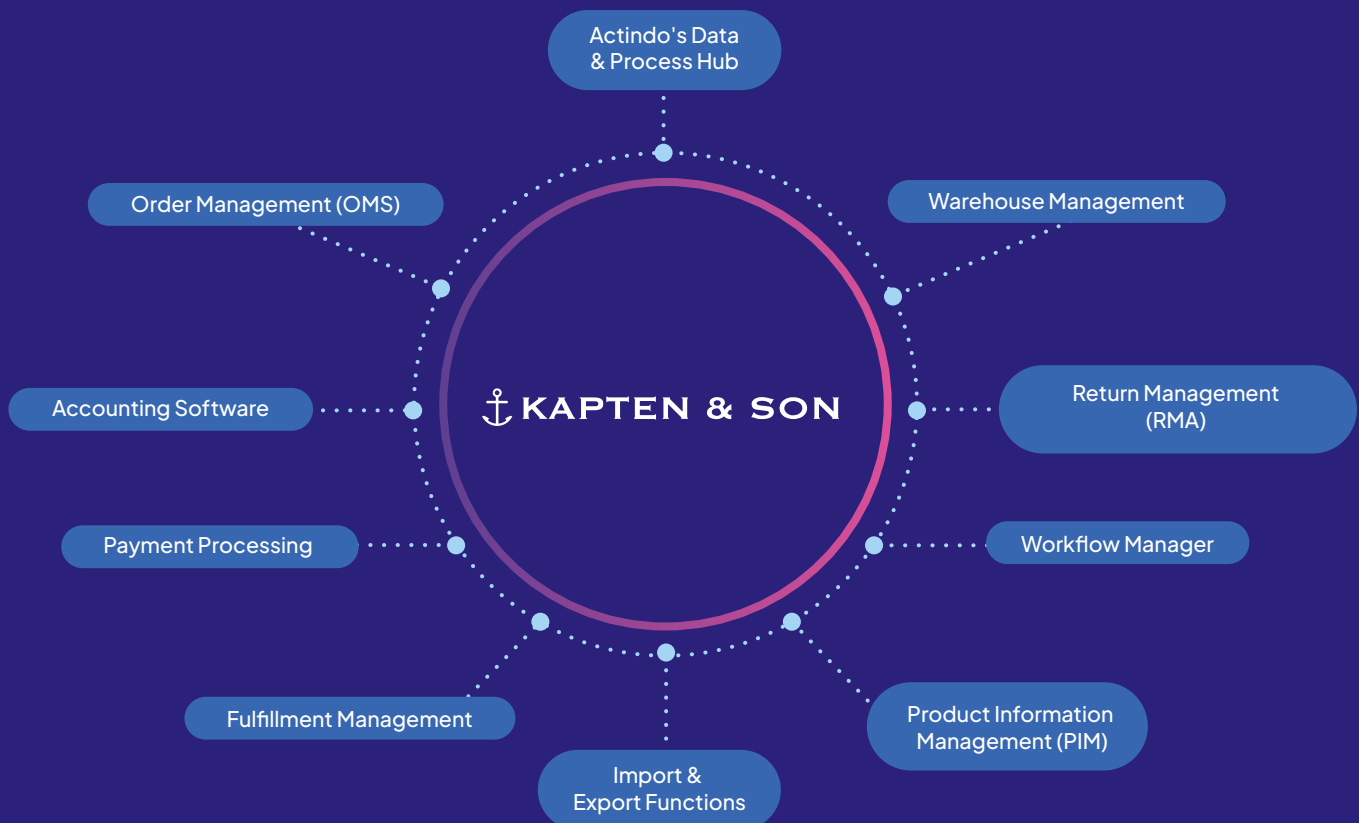
Kapten & Son turned to Actindo and implemented their Digital Operations Platform to address their challenges and streamline their operations and IT system. Actindo's Core1 platform became the central component of Kapten & Son's retail and e-commerce architecture, providing a comprehensive solution to future-proof their operations.

Actindo's Digital Operations Platform offers Kapten & Son a modular e-commerce ERP solution based on MACH architecture (Microservices-based, API-first, Cloud-native SaaS, and Headless).

Additionally, **Actindo provides a data and process hub that enables seamless orchestration and automation of business processes through a low code approach.**

The project took 4 months from start to finish, and by integrating Actindo, Kapten & Son achieved a lean, scalable, transparent, automated, and stable process backbone. The platform allowed Kapten & Son to unify all their sales channels and connect with various providers for fulfillment and payment, creating a best-of-breed architecture tailored to their specific needs.

### Actindo key functionalities utilized by Kapten & Son



During peak sales periods like Black Friday, Kapten & Son successfully adjusted and optimized their business processes on an hourly basis, reacting to buyer behavior and market situation.

Through the Actindo Process Orchestration, built on microservices, Kapten & Son gained the flexibility to adapt and optimize their business processes within hours, even during peak sales periods like Black Friday.

During these peak sales periods, Kapten & Son successfully adjusted and optimized their business processes on an hourly basis, reacting to buyer behavior and market situation.

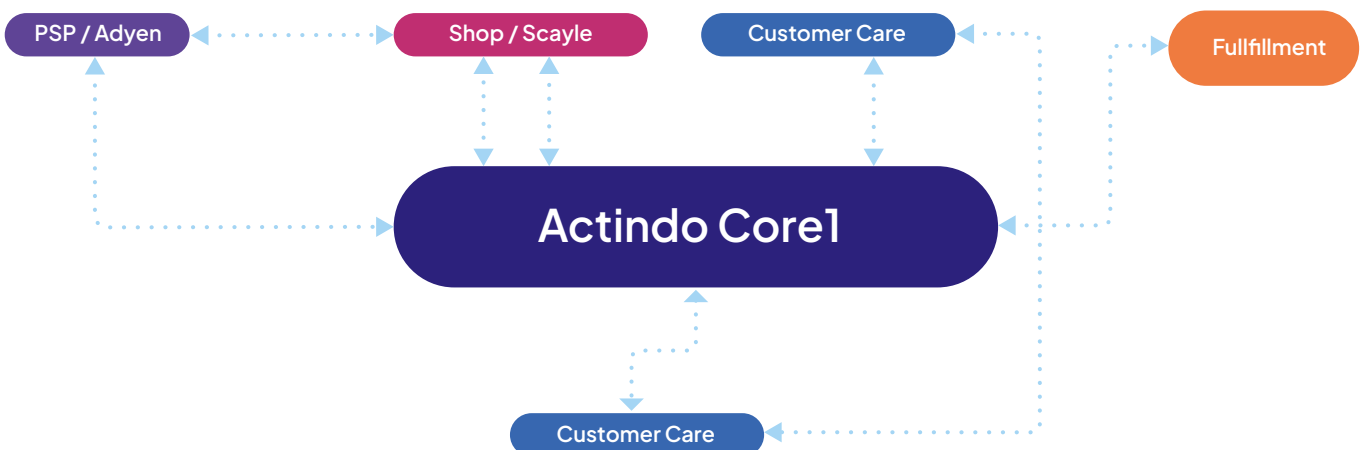
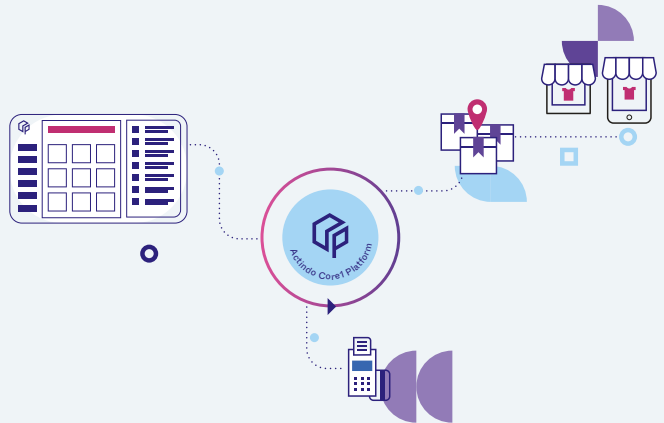
All integrations to the third-party logistics provider, Webshop system, payment provider, and returns portal were implemented through APIs to create central monitoring in Actindo. This allows real-time visibility into all processes and improved transparency as well as the ability to optimize processes.

Kapten & Son successfully applied Actindo's solutions and modules for a wide range of use cases including:

01. Manage their stocks and product data
02. Transfer their orders from the shop to Actindo and orchestrate them
03. Settle payments with various payment providers
04. Hand over orders to fulfillment partners
05. Inform their outbound mailing system about order status and changes
06. Register customer returns and send notifications to fulfillment partners and more

As the heart and brain of the system, Actindo seamlessly integrated with other vendors in Kapten & Son's e-commerce architecture, including:

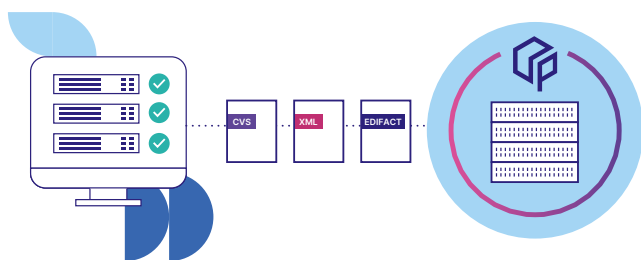
- Fiege (3rd party logistics)
- Scayle (webshop)
- Parcellab (customer mailing and returns)
- Adyen (payment service provider)



# Results:

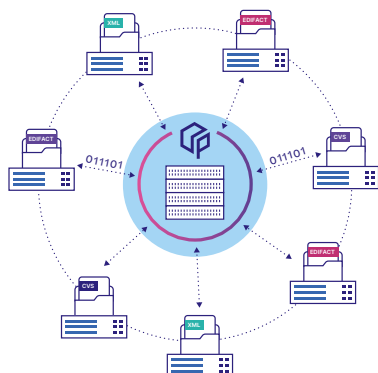
## Streamlined Operations, Foundation for Growth and Enhanced Customer Experiences

### Scalability and Flexibility



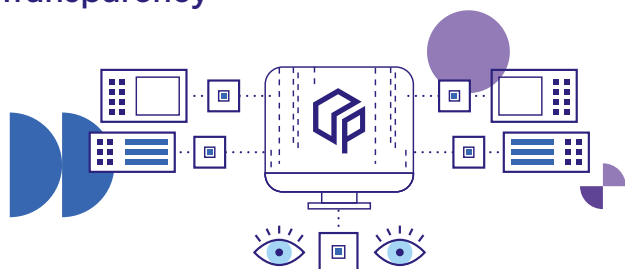
Actindo empowered Kapten & Son to handle larger order and inventory volumes during peak times and supports their future growth plans of at least doubling their revenue in the next 3-5 years. By streamlining and automating operations, the company experienced increased agility and the ability to adjust workflows and business processes quickly and transparently to meet current needs, as demonstrated during high-demand events like Black Friday. The MACH-based architecture provided the flexibility to dynamically adapt to future challenges and promptly implement new requirements and features, such as introducing new payment options in just 2-4 weeks.

### Accuracy, Stability and Productivity



Through process automation and data orchestration with Actindo, Kapten & Son achieved higher levels of accuracy and stability in their operations. This resulted in faster order processing with fewer errors, leading to improved customer experiences. The Kapten & Son customer care team increased their productivity by 23%. Additionally, the automation and orchestration of processes significantly enhanced overall operational efficiency and productivity, enabling Kapten & Son to optimize resource utilization.

### Transparency



Actindo's implementation eliminated the previous lack of efficient insights into Kapten & Son's processes caused by a fragmented system. This helped their customer care team to provide stellar and fast customer service. Real-time visibility into operations also allowed the company to make data-driven decisions and gain valuable insights to optimize processes continually.



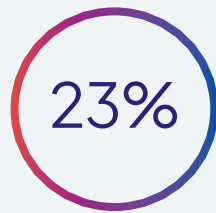
“Actindo streamlines all our operational processes and makes them more productive, efficient, stable, transparent, and flexible than before, which allows us to scale our business. For example, our re-platforming project for our new shop system was easy to handle because Actindo's Digital Operations Platform allows us to orchestrate multiple composable commerce providers and control data, microservices, and business functions through all vendors.”



**Patric Bökemeyer,**  
VP Operations, Kapten & Son



Actindo played a pivotal role in Kapten & Son's growth and success. The solution provided the necessary infrastructure to streamline and scale their e-commerce business, delivering high-quality customer experiences. By leveraging Actindo's capabilities, Kapten & Son achieved streamlined operations, enhanced accuracy, and stability, improved productivity, and gained valuable transparency into their processes.



Kapten & Son's customer care increased productivity by 23%.



Kapten & Son are equipped to increase order volume by at least 100% and in peak periods by 1000% without operational difficulties or negative effects on customer experience.



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**“Our vision is to create the world’s leading SaaS e-commerce operations company, with software that’s fully composable and what enterprise companies are looking for. They want to have maximum flexibility, composability, but only a few trusted vendors on one central platform.”**

Boris Krstic, CEO and Co-Founder of Actindo

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# Want to find out how Actindo's Core1 platform can transform your business?

Contact us for more information.

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## MANAGEMENT

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