

## P&C - Leading the omnichannel evolution with Google Cloud

freiheit.com partnered with Peek & Cloppenburg Düsseldorf to design and build a cloud-native omnichannel platform running on Google Cloud.

### The challenge

Peek & Cloppenburg aimed to seamlessly integrate online and in-store shopping experiences to deliver an omnichannel platform. The challenge was to migrate core applications to cloud solutions that could support this omnichannel vision amidst a complex retail landscape.

### The solution

Peek & Cloppenburg, with freiheit.com, built a cloud-native omnichannel platform on Google Cloud. The platform uses a microservice architecture and a BigQuery-powered Data Mesh to integrate online and in-store shopping experiences for a personalized customer journey.

### The result

The new omnichannel platform led to increased customer satisfaction, revenue growth, and innovation. It enabled a seamless shopping experience across channels, personalized recommendations, and improved data-driven marketing. This transformation aims to make Peek & Cloppenburg the leading multi-brand omnichannel retailer in Europe by 2026.

Key highlights include the creation of a seamless omnichannel platform, a robust microservice architecture, and a comprehensive data mesh. The platform personalizes in-store and online experiences, fostering customer satisfaction and revenue growth. It positions Peek & Cloppenburg as a future leader in omnichannel fashion retail.

### About Peek & Cloppenburg KG Düsseldorf

With 155 physical stores in 15 countries and six online shops in four countries, omnichannel fashion retailer Peek & Cloppenburg Düsseldorf offers high-quality styles for everyone, with a mix of own and exclusive brands.

#### Vertical/horizontal solution:

Retail & Wholesale

#### Primary project location:

Germany



### About freiheit.com technologies gmbh

freiheit.com builds large-scale software projects across markets and verticals, from ecommerce to healthcare.



### Products

Google Cloud Platform