

Success Story

How **HABA** Cut Its E-Commerce TCO **in Half**

From a sluggish, high-maintenance software monolith to a flexible and economically orchestrated Composable Commerce setup—in just four weeks.



EMPORIX

Project **Wrap-Up**

Size
2,000+ employees

Industry
Toys, Furniture

Business Model
D2C, B2B

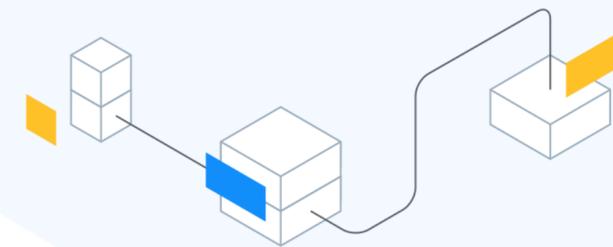
Partner 
Medienwerft

The Client

HABA develops, produces, and sells high-quality products for children, focusing on toys, education, furniture, and family life. Its offering spans three sales channels: direct-to-consumer, B2B customers, and resellers. For each of these segments, the company operates dedicated online shops, which were migrated to a shared cloud-based e-commerce platform.

The Challenge

Despite using a headless architecture—where front end and back end communicate via an API layer—the existing e-commerce system remained cumbersome. Its monolithic backend had become too complex and rigid to scale or adapt to new demands in an agile way. Maintenance and development were slow, labor-intensive, and costly.



TL;DR



Challenge: Operating a monolithic shop system proved expensive, with changes and innovations being time- and resource-intensive.



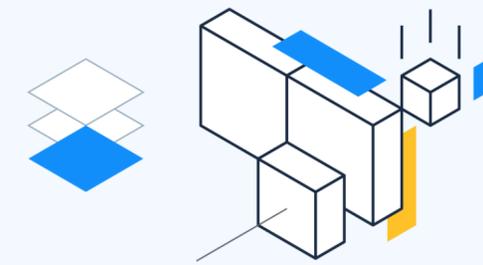
Solution: Medienwerft gradually replaced the existing system with Emporix, enabling flexible orchestration of technologies.



Result: With the Emporix Commerce Orchestration Platform, the company reduced TCO by up to 50% and enhanced its capacity for innovation.



Challenges at a Glance



1 Poor performance impacted both customer experience and SEO rankings

Long load times affected user satisfaction and negatively impacted shop SEO (Core Web Vitals).

Limited performance during traffic spikes led to reduced conversions during high-volume sales events.

Poor time-to-first-byte values caused long waits when accessing shops, worsening UX and SEO scores.

2 Strategic refocus on B2B customers

Emphasis shifted to B2B-specific processes such as personalized offers, pricing and discount structures, and ERP/CRM integration.

Hybrid selling – combining digital self-service with personal consultation – required full integration of systems and data.

A best-of-breed strategy demanded fully flexible orchestration of specialized micro-services, not rigid, monolithic platforms.

3 Frequent version updates drained resources and slowed innovation

Innovation suffered because development resources were tied up in testing and maintenance rather than enhancing the e-commerce experience.

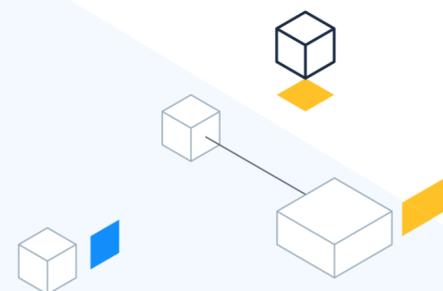
Routine updates in development and IT took up so much time that strategic projects were often delayed.

High costs arose when updates led to compatibility issues requiring further adjustments.

4 Complex architecture due to extensive customizations ("Custom Code Trap")

Years of custom coding and heavy system modifications made updates, scaling, and adjustments complex and risky.

Technical debt accumulated over the years slowed the pace of innovation and increased maintenance and development workloads.





The Strategic Turning Point

The **Solution**

Future-Proof E-Commerce Platform: Scalability and Flexibility at the Core

When selecting a future-ready e-commerce platform, maximum scalability, flexibility, and a reliable integration partner were essential. The new solution needed to dynamically handle traffic spikes and automatically scale cloud resources as needed. Rapid onboarding of the development team was also key, supported by comprehensive documentation and intuitive software architecture.

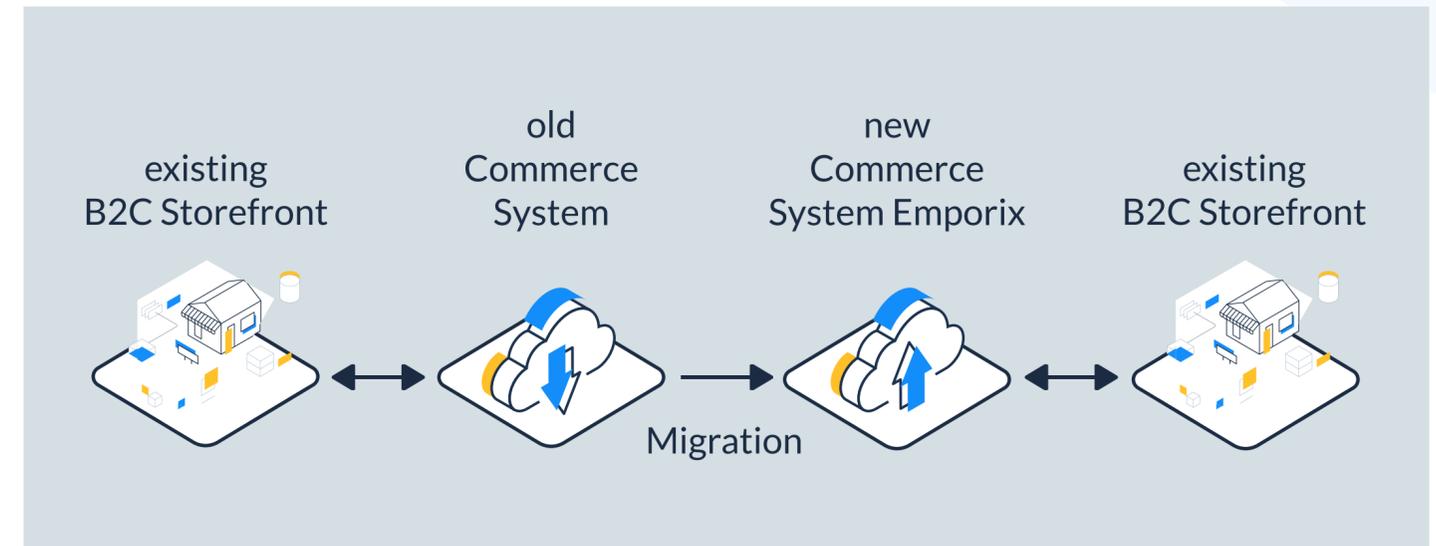
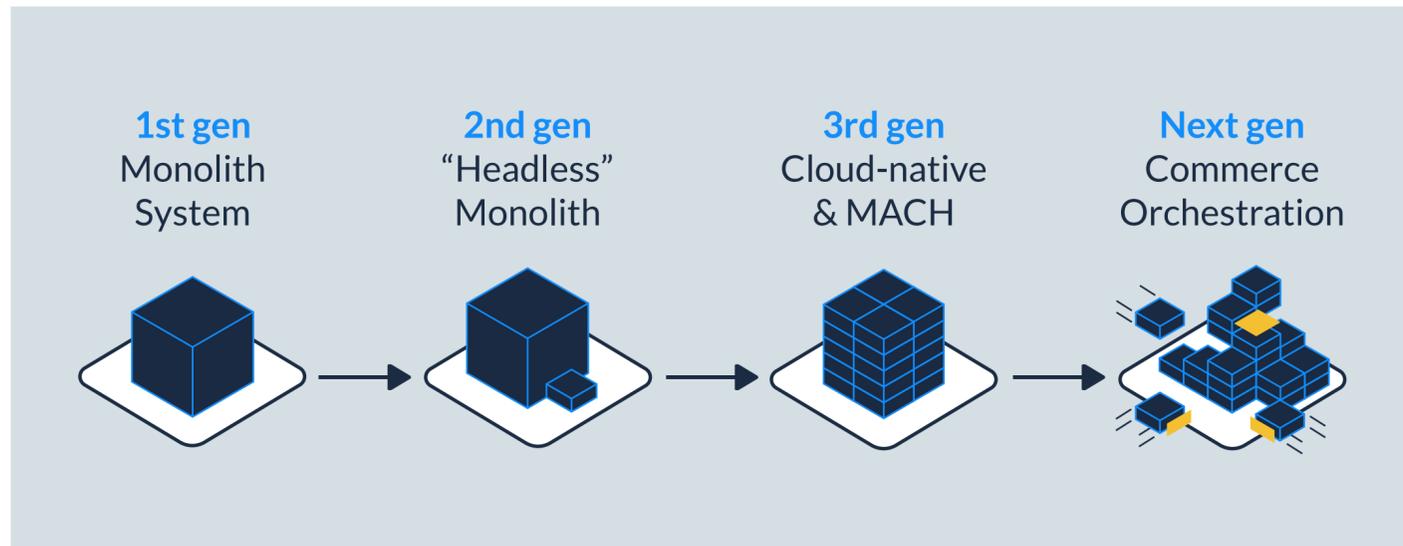
Maximum Customizability: A Platform That Grows with Your Needs

Another critical requirement was the ability to easily extend the data model and flexibly add or replace functional components. The new platform needed to adapt seamlessly to evolving business requirements, enhancing the company's capacity to innovate and remain competitive. A further objective was consolidating all three business units into one unified system environment to maximize synergies.

True Headless Commerce: Seamless Integration of Existing Shop Frontends

Particular attention was paid to fully integrating existing shops to preserve proven technologies and processes while ensuring a smooth switchover during live operations. As a result, the new platform not only had to offer scalability and adaptability but also provide a sustainable technological foundation for future growth.

Migration to the **Emporix** Commerce Orchestration Platform



Replatforming: Seamless Replacement of the Legacy Monolith

The migration to the Emporix Commerce Orchestration Platform began with a proof of concept (PoC) conducted by Medienwerft. Within just two weeks, a seamless user experience was delivered for one of the three shops. Emporix was fully integrated into the existing system landscape. By gradually replacing the old system using the Strangler Fig Pattern, disruptions were avoided, and rapid value creation was enabled.

MACH Architecture and Orchestration for Future-Proof Commerce

Medienwerft decoupled the existing shop frontends and migrated them to a modern headless architecture. In collaboration with Emporix, they established a highly flexible MACH architecture (Microservices, API-first, Cloud-native, Headless) built on a best-of-breed approach. This setup allowed for flexible scaling and expansion. At the same time, Emporix's Orchestration Engine laid the technological foundation for efficiently orchestrating business processes.

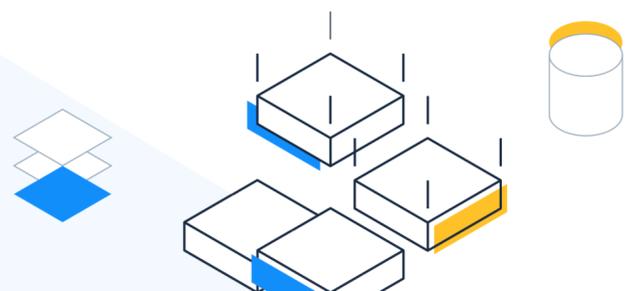
The Result

Seamless Platform Transition: True Headless & Composability with Emporix

Thanks to the seamless background replacement of the legacy system using the Strangler Fig Pattern, the transition was accomplished without any interruption to day-to-day operations. The result: a high-performance and flexible system that fully meets the requirements of “True Headless” and “True Composability.” Built on Emporix, the company now runs an agile, cost-efficient, and future-proof e-commerce platform that ensures long-term competitiveness.

The migration of all sales channels, both B2C and B2B, was completed successfully within a short timeframe—with reseller integration set to follow soon. The established technical foundation enables optimal synergy between B2C and B2B operations, while the MACH-based Emporix platform ensures maximum flexibility and scalability. The best-of-breed orchestration approach guarantees that the most effective solutions can be integrated at any time for each specific use case.

The legacy system was decommissioned smoothly and without downtime. Thanks to the incremental replacement approach following the Strangler Fig Pattern, abrupt system cutovers were avoided. This iterative migration ensured uninterrupted operations and a seamless user experience across the shops. The Minimal Viable Product (MVP) was delivered in just four months—a major milestone on the path to a resilient and adaptable commerce platform.



The Result

Long-Term Cost Savings with Emporix

Choosing to replatform with Emporix instead of upgrading the existing monolithic system proved to be the more economical choice. Detailed analysis shows that both migration costs and long-term total cost of ownership (TCO) were significantly reduced with Emporix.

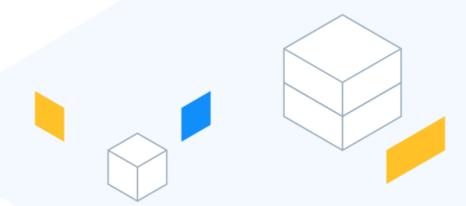
A key advantage lies in Emporix's microservices architecture, which offers high modularity and flexibility compared to monolithic systems. The decoupling of individual services reduces dependencies, making future development and maintenance easier and faster.

At the same time, the usual expensive and complex version upgrades are eliminated. In a MACH architecture (Microservices, API-first, Cloud-native, Headless), continuous improvements and new features are integrated seamlessly—without disruptive system updates or costly migration projects.

TCO scenario: parallel operation of the old solution and development of the new system in the first year.



Break-even already achieved in the second year



Areas with the greatest savings potential:



License Costs

Switching to Emporix nearly halved the license and hosting costs for the shop system. When including all system licenses and hosting, the total savings reached 74%.



Maintenance and Development

The modular architecture enables targeted enhancements with reduced development effort. This led to increasing cost savings over time, from 23% in year two to up to 37% by year five.



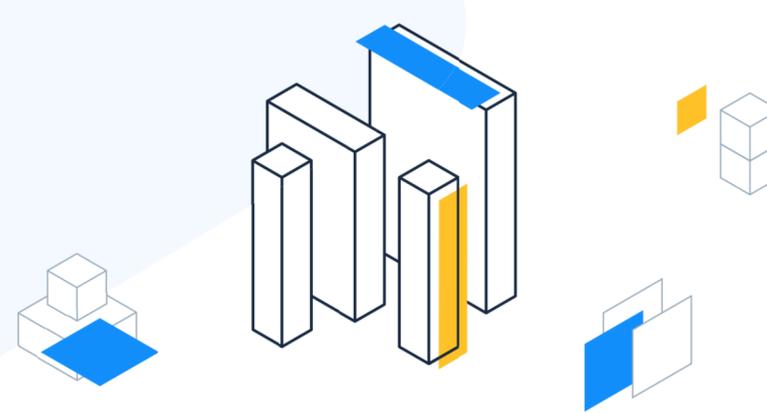
No More Version Upgrades

Unlike traditional monolithic systems, where regular updates incur high costs and often require manual adjustments, Emporix eliminates this cost entirely. New features and enhancements are rolled out gradually with no disruption or extra workload.

Projected 5-Year Savings

Savings	Year 2	Year 3	Year 4	Year 5
Shop System License + Hosting	48%	48%	48%	48%
Total Licenses incl. Hosting	74%	74%	74%	74%
Upgrades & Development	23%	28%	23%	37%
Savings total	43%	45%	47%	49%

Reading example: In the second year after switching to Emporix, HABA achieved annual cost savings of 43% compared to the legacy system implementation.



Get in touch

Emporix is a next-generation commerce platform designed to orchestrate and automate complex, process-driven requirements for B2B and advanced B2C businesses. At the core of the Commerce Orchestration Platform lies the AI-powered Orchestration Engine—a no-code layer that decouples the process layer from the rest of the architecture, similar to the headless approach in frontend development. Brands like HABA and TRADIUM trust Emporix, which integrates seamlessly with over 1,700 enterprise systems and delivers fast time-to-value with minimal disruption.



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