



Landmark Group elevates omnichannel with Broadleaf Commerce



2200 outlets **21** homegrown brands Across **17** countries Over **30+** years

Trusted by professionals

Landmark Group has successfully grown into one of the largest and most successful retail and hospitality conglomerates in the Middle East and India, with a growing presence across South East Asia and Africa

With exponential year over year growth, Landmark Group needed an eCommerce framework capable of scaling and changing with a microservice-based framework.

The Challenge

Growing exponentially year over year, leading multi-brand conglomerate Landmark Group needed to replace a legacy solution in favor of a future proof platform. They needed to sunset their current monolithic platform and utilize a microservices based solution with architecture capable of being quickly developed and deployed.

After a thorough review, Landmark Retail selected the Broadleaf Commerce platform as a preferred partner for MACH (Microservice-based, API first, Cloud native, and Headless) solution.

Key challenges

- ✓ Sunset a legacy eCommerce platform
- ✓ Consolidate multiple brands under one interface
- ✓ Innovative platform capable of quick changes & deployments

The Broadleaf Solution

Choosing to implement a Broadleaf MACH commerce solution, Broadleaf's Microservice-based platform has been initially deployed on Landmark Groups self-managed Microsoft Azure cloud infrastructure.

Broadleafs platform seamlessly manages multi-site, multi-catalog, multi-region, and multi-brand business complexities the Landmark Group requires - with a single codebase and back-office administrative console.

How we solved it better

- ✓ Broadleaf Commerce MACH Solution
- ✓ Microsoft Azure Integration
- ✓ Multi-platform migration

"With a single Broadleaf Microservice-based platform, Landmark can have different deployment, integration, and site configuration strategies to best serve brand and region-specific customer needs, both now and in the future." - Brad Buhl

The Business Impact

Leveraging the Broadleaf MACH solution, Landmark Group was able to sunset their legacy platform and move to a completely microservice-based platform. They now operate with a fully synchronous, multi region database with all of their brands under one administrative interface.

"With Landmark Group's migration of multiple platforms to Broadleaf covering the MENA and Southeast Asia regions for a variety of Retail brands, we knew Broadleaf's Composable nature gave Landmark the best flexibility to handle complex business scenarios across each brand and geography," stated Brad Buhl, CRO at Broadleaf Commerce. "With a single Broadleaf Microservice-based platform, Landmark can have different deployment, integration, and site configuration strategies to best serve brand and region-specific customer needs, both now and in the future."

New Possibilities via Broadleaf

- ✓ Migrated off legacy solution
- ✓ Multiple brands managed under one admin
- ✓ A fully synchronous, multi-region database

About Broadleaf Commerce

Broadleaf Commerce believes in furthering commerce innovation and empowering teams to solve complex B2B and B2C challenges across catalog (PIM), content (CMS), Unified, Multi-site and Marketplace solutions. Broadleaf provides an eCommerce platform built on cloud-native microservice architecture and supported by a team of expert engineers and consultants.



For more information visit broadleafcommerce.com or call 800-282-7443