

Cadillac and KW Parts Boost Multi-Regional Sales with a Headless Platform Supporting 4M Products



Who Will Benefit from This Case Study?

This case study will be most relevant for professionals interested in the following topics:

AUTOMOTIVE ECOMMERCE

HEADLESS ECOMMERCE

COMPOSABLE COMMERCE

ERP INTEGRATION

ECOMMERCE LOCALIZATION

MULTI-STOREFRONT SOLUTION

MULTI-REGIONAL B2B & B2C SCENARIOS

PRODUCT CONTENT ENRICHMENT

PAYMENT OPTIMIZATION



Customer Story



Industry: Automotive

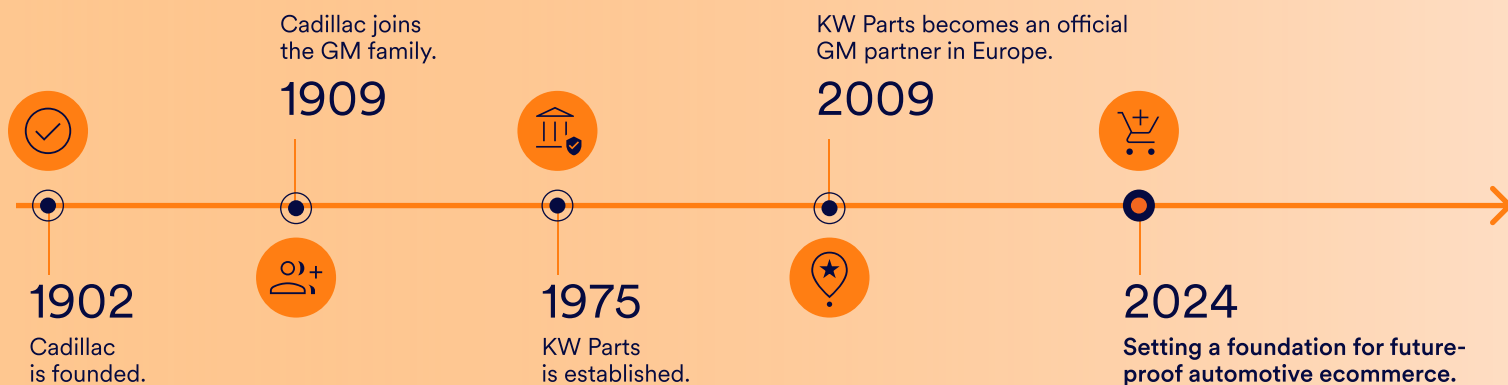
Cadillac was founded in 1902, making it one of the oldest automotive brands in the world, with numerous “firsts” in its portfolio: the first American car to win the British Dewar Trophy, the first company to offer a passenger car with a fully enclosed cabin, the first production car to feature an electronic self-starter, ignition, and lighting, the first ever tailfin on a vehicle, and more.

Since 1909, Cadillac has been a subsidiary of the American top automobile manufacturer General Motors (GM). As part of GM’s investments in the European market, Cadillac embarked on a journey to create a strong ecommerce presence in the region using KW Parts’ well-established digital ecosystem.



For 50 years, Klintberg & Way Parts, a leading Swedish supplier of American vehicle components, has been the trusted choice for over 5,000 B2B clients, including workshops, retailers, and American car enthusiasts throughout Europe. From a 53,000 m² warehouse, the company offers more than 4 million parts and car accessories to clients from 30 countries.

In 2009, KW Parts became an official General Motors after-sales partner and distributor in the EU. In 2024, KW Parts and GM announced a four-year extended partnership, with KW Parts offering expanded support, including distribution of spare parts, logistics, and technical assistance. As part of this collaboration, KW Parts saw a key opportunity to modernize its ecommerce architecture and streamline business operations with the expertise of Mardi Gras agency and Virto Commerce.



Challenge

Amid the 2024 partnership extension and future plans to launch an ecommerce website for Cadillac accessories delivered to customers across Europe, KW Parts realized the need to update its current ecommerce architecture.

Moreover, as GM launches its all-electric vehicle portfolio in Europe, KW Parts has to be ready to offer comprehensive support in distribution, logistics, and technical assistance.

The customer identified three strategic priorities for a future-proof ecommerce platform to tackle:

01

Upgrade architecture without sacrificing performance

KW Parts recognized the need to replace its current ecommerce architecture with a solution that could simplify product content enrichment for its extensive catalog of over 4 million items.

The new architecture would also need to support seamless tech stack upgrades and allow for easy replacement or addition of components in the future, all without compromising webstore performance.

02

Enhance the shopping experience

KW Parts aimed to improve the B2B customer experience on the website, balancing B2C-like user-friendly flow, simplified automated registration of new customers with crucial B2B components.

By addressing friction points and optimizing customer journeys, the goal was to improve UX, simplify product navigation, and reduce cart abandonment through a smoother checkout and payment process.

03

Accelerate the launch of new storefronts

KW Parts' upgraded digital ecosystem, with decoupled backend and frontend, had to be at the center of future storefront rollouts.

These include a new webstore targeted at B2B clients of KW Parts and a distinct website for Cadillac Europe's B2C clientele. New storefronts had to be easily customized and localized for a company actively present in 30 countries.

To face these unique challenges, KW Parts and Cadillac Europe embarked on a transformative journey to upgrade their ecommerce architecture with Mardi Gras as an implementation partner and Virto Commerce.

Solution

After a thorough audit of the customer's current ecommerce architecture, Mardi Gras made a strategic decision to implement a headless, modular platform to create distinct yet complimentary webstores for KW Parts and Cadillac Europe.

The Mardi Gras team selected Virto Commerce as a trusted enterprise-level B2B and B2C ecommerce platform to accommodate customers' plans for online growth.

Virto's Commerce Innovation Platform met key requirements for the project:

Headless approach & high scalability

Virto's headless framework allows both brands to independently customize their interfaces to meet specific B2B and B2C requirements. Virto Commerce Engine, or backend, handles business logic and functionality, allowing product content enrichment to be moved from the customer's Umbraco CMS to Virto Commerce. This separation of the frontend and backend creates a more stable ecosystem.

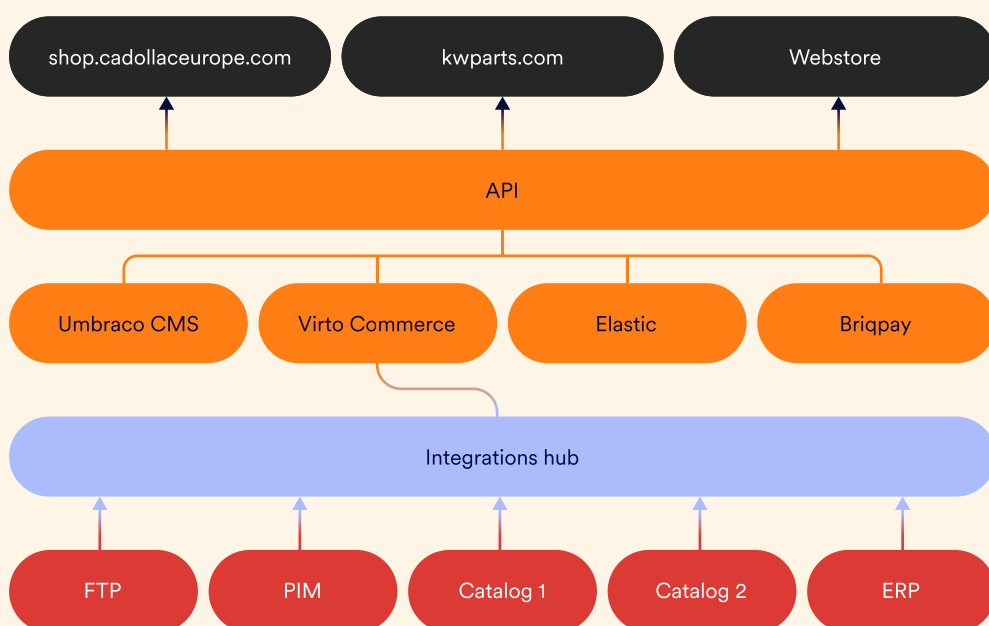
Seamless third-party integrations

API-first Virto's Commerce Innovation Platform is designed to handle complex integrations. For KW Parts, this meant adapting ERP integrations. Virto also enables Elastic integration for indexing large data volumes, streamlining search and filtering. For Cadillac, the B2C payment module with Briqpay integration was customized, while a new Umbraco CMS account was set up to simplify website administration.

Fast time-to-market in multiple regions

A primary digital ecosystem for KW Parts laid the foundation for both solutions, supporting a vast catalog with multilingual and multi-currency interfaces for customers across Europe. With an established KW Parts digital ecosystem, Cadillac's B2C webstore project was launched in just three months post-design approval, demonstrating Virto's capacity for quick, efficient deployment.

The project's technical implementation diagram



Result

4M

Products across
catalogs

1 sec

Average indexing
& search speed

30

Countries
powered by
Virto Commerce

2

Business
models



Together with Mardi Gras and Virto Commerce, we have now laid the foundation for a scalable platform to streamline our administrative processes with a backend that can be seamlessly deployed for several ecommerce stores.

Linda Hedberg,
eCommerce Manager
at KW Parts

Mardi Gras successfully leveraged Virto's Commerce Innovation Platform to transform KW Parts' digital ecosystem into a headless, modular platform, successfully launching the primary B2B webstore across 30 countries. Building on KW Parts' ecosystem, the team then introduced a new ecommerce store for Cadillac Europe's B2C customers, going live just three months after design approval. By introducing an upgraded user experience design, clearer navigation, product listing and product page, both B2B and B2C customers across KW Parts and Cadillac shops enjoy a seamless, B2C-like, intuitive shopping experience.

Thanks to Briqpay integration, the platform has a centralized interface for all payment orders for admins regardless of payment vendor. The new platform supports transactions in euro and Swedish Krona, including automatic currency updates, while localized content is available in multiple languages, enabling both brands to operate effortlessly across European markets.

The business benefits of third-party integrations and UX improvements include:

- Enhanced brand perception and increased customer satisfaction with a more appealing and engaging shopping experience.
- Higher conversion rates and reduced cart abandonment thanks to a streamlined checkout and payment process.
- Fast search results in under a second and an average page load time of 2.5 seconds, allowing users to quickly find products—even within KW Parts' vast catalog.

Virto's headless future-proof platform allows KW Parts and Cadillac to scale smoothly and expand their current solutions with new webstores as needed.



About Virto Commerce

Virto Commerce, founded in 2011, is a global leader in B2B ecommerce and marketplace solutions, with offices in Los Angeles, Limassol, and Vilnius.

Virto Commerce specializes in innovative, highly customizable headless commerce platforms. Our mission is to empower businesses with cutting-edge ecommerce solutions through relentless innovation.

At the heart of our offerings is the Commerce Innovation Platform, which enables businesses to build commerce products that drive sustainable business transformation.

Powered by our proprietary Virto Atomic Architecture™ and Virto Cloud, our Commerce Innovation Platform offers unparalleled flexibility, seamless integration, and extensive customization, enabling businesses to create unique, high-performance digital experiences and to drive sustainable business transformation across various industries.

Let's Discuss Your Goal

Craving the same level of success with your ecommerce store?

Virto Commerce can assist your business with B2B and B2C ecommerce scenarios of any complexity.

Virto Commerce's top-notch technology is trusted by hundreds of global enterprises like HEINEKEN, Hyundai, Bosch, and Standaard Boekhandel. Your business can be next in line for ecommerce excellence.

Ready to discuss your ecommerce goals?

[Book a Demo](#)

