

# Retail

retailtechinsights.com

Tech Insights

**E-COMMERCE  
EDITION**



AWARDED BY  
**Retail Tech Insights**



## i-ways



*The annual listing of 10 companies in Europe that are at the forefront of providing E-Commerce services and transforming businesses in the region*



## The Ultimate Partner for Implementing and Scaling Digital Projects

**W**hether you are a business launching a transformative project, initiating a new venture, or entering the digital market, navigating such an evolution requires extensive knowledge and expertise in developing and implementing new business models.

This is precisely where i-ways steps in. It brings more than cookie-cutter software and goes beyond mere arms-length consulting. The company builds a bridge to client goals, functioning as a catalyst and partner in their journey towards digital excellence and business growth.

“At i-ways, we don't just respond to your needs; we anticipate them. We don't just offer solutions; we architect success stories” says Silvio von Kruechten, Founder and CEO of i-ways.

While it is one of the trailblazers in e-commerce in the German market, i-ways stands out particularly as a marketplace expert. The company has collaborated with businesses across retail, sustainability, healthcare, and transportation, to name a few, in creating and optimising marketplace platforms to facilitate transactions between buyers and sellers for products or services.

Recognising i-ways' expertise, many businesses facing constraints within their existing IT systems turn to the i-ways team to guide their digitalisation journey. Whether aiding in market entry or supporting the creation of new platforms, i-ways focus is clear--- understanding client goals, uncovering optimal solutions, and swiftly implementing them. Its



Silvio von Kruechten,  
Founder and CEO

**“ I-WAYS EXCELS IN TAKING NEW TECHNOLOGIES AND NEW BUSINESS IDEAS FROM INCEPTION TO LAUNCH, OFFERING END-TO-END SOLUTIONS THAT EMPOWER COMPANIES TO PUSH THE ENVELOPE AND STAY AHEAD OF THE CURVE IN THE EVER-EVOLVING DIGITAL LANDSCAPE**

commitment to expedite the journey from conceptualisation to a fully operational solution ensures clients achieve their objectives.

### The Rise from a Rich Heritage of Digitalisation

i-ways was founded by Silvio von Kruechten nearly two decades ago, during the influx of global e-commerce giants into Germany, to assist companies navigating the critical juncture in the German market's digital evolution. Today, i-ways' legacy as one of the original trailblazers is deeply woven into the fabric of the region's digital market, having guided numerous businesses to navigate and thrive in the new digital landscape.

### Expanded Digital Channels, Efficient Systems Architecture, and Professional UX/UI Design

In the realm of digital commerce, success hinges on perfecting and optimising three critical areas: the user interface and user experience, the backend systems architecture, and integrating with diverse digital distribution channels. i-ways, with its extensive experience and custom-built Omni Connect integration framework, bridges this gap for companies like Medion and Panda.Black, expanding sales distribution channels to reach more online marketplaces, improving efficiency of the tech stack, and tapping into new global audiences.

While backend efficiency remains imperative, the spotlight is increasingly on frontend UX/UI as a critical differentiator. “In the evolving e-commerce landscape, two critical facets define success; clear brand identity and best-in-class user experience. Crafting an optimal shopping experience hinges on the synergy of these elements. As the market becomes increasingly crowded, the role of UI and UX design cannot be overstated,” says Justin Hwa, interim Chief Sales & Marketing Officer.

While many companies have internal resources to continuously improve their UX/UI based on their customer insights data, partnering with i-ways brings a distinct advantage. With a rich history of collaborating with companies across a variety of industries, from the likes of eBay to Gebana, i-ways offers a wealth of experience in optimising UX. Its expertise goes beyond individual customer interviews; it encapsulates a global understanding of user behaviour and preferences. For i-ways, a powerful user experience not only optimises for an efficient and secure transaction, but also intuitive and delightful user interactions in order to bring greater long term brand value and customer loyalty.

In the dynamic digital environment, where customer expectations are paramount, i-ways excels not just in the

backend but in crafting the critical differentiator — a compelling and intuitive user interface.

### From Ideas to MVPs - i-ways' Innovation Journey

Acknowledging the imperative of innovation in digital commerce, i-ways is deeply committed to not only ensuring success in the current market but innovating for tomorrow. i-ways excels in taking new technologies and new business ideas from inception to launch, offering end-to-end solutions that empower companies to push the envelope and stay ahead of the curve in the ever-evolving digital landscape.

**“ CLIENTS OFTEN COME TO US WITH CHALLENGES TIED TO THEIR EXISTING IT SYSTEMS. WHETHER IT'S SELLING ON ONLINE MARKETPLACES OR ESTABLISHING NEW ONES, WE SPECIALISE IN BRIDGING THESE GAPS AND ENSURING SEAMLESS INTEGRATION INTO DIGITAL ECOSYSTEMS**

Even global giants and e-commerce pioneers like eBay have recognised the need to innovate and develop its presence across different niches and markets to accelerate growth. eBay turned to i-ways as its innovation and development partner in a "tech- as-a-service" approach, minimizing internal resource utilisation. i-ways developed, delivered, and operated eBay's innovation projects end-to-end, helping generate millions in incremental sales and over-achieving new customer acquisition goals during its first full year of operations.

By adopting an end-to-end approach, i-ways empowers businesses to innovate without the constraints of traditional development processes and internal resource limitations.

### Conclusion

In the realm of digital transformation, i-ways emerges not merely as a service provider but as a strategic partner for businesses navigating the intricacies of the digital landscape. Grounded in a legacy of digitalisation, coupled with expertise in e-commerce and marketplace innovation, i-ways is recognised as a reliable guide for those seeking a path to digital excellence and sustainable growth. **Re**