



## CUSTOMER STORY ULTA BEAUTY

# How Ulta Beauty is digitally transforming their business with headless commerce and MACH architecture



Since opening the first store in 1990, Ulta Beauty has grown to become the largest US beauty retailer and the premier beauty destination for cosmetics, fragrance, skin care products, hair care products, and salon services.

Ulta Beauty offers more than 25,000 products from approximately 500 beauty brands across all categories and price points, including their private label Ulta Beauty Collection.

Markets	Headquarters	Industry	Business Model	Worked with Partners
1	Bolingbrook, Illinois, US	Retail	B2C	<a href="#">Amplience</a> , <a href="#">HCL</a> , <a href="#">Google Cloud</a>

**+1.3M**

SKUs

**7**

Days to Launch BOPIS

**300**

Commerce APIs

## The Challenge

Ulta Beauty's monolithic platform could no longer meet their commerce needs, so they decided to rethink all of their technology and make the move to modern commerce architecture across their entire organization.



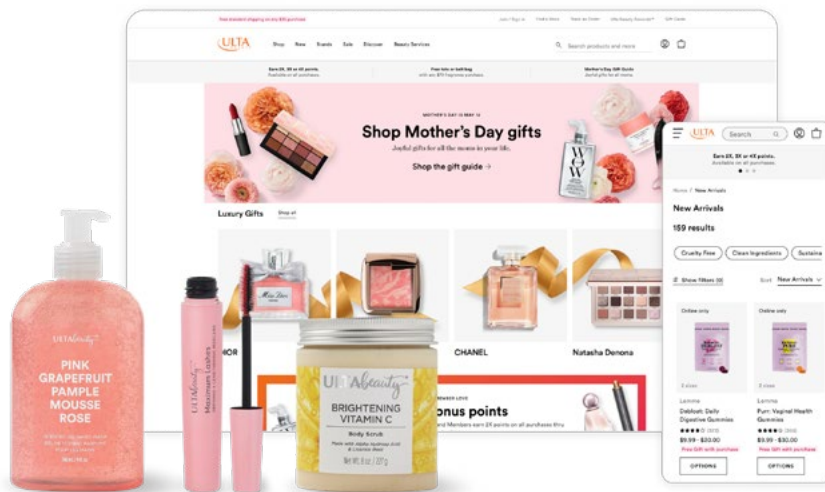
Moving away from the monolith towards a MACH architecture opens up ways to enhance omnichannel capabilities for Ulta Beauty and their consumer experience like never before. Expanding into new markets while scaling up existing ones has become day-to-day business.

HAUKE RAHM  
VP CUSTOMER SUCCESS, COMMERCETOOLS

# The Solution

With the need to scale rapidly and make changes to their platform with more flexibility, Ulta Beauty's only real choice to meet those needs was to go with a headless and MACH approach.

## Why it was a success



Ulta Beauty will fully launch their brand-new commerce platform in Q2 2022 across multiple countries.

## commercetools features for Ulta Beauty



### Catalog

Imports very large catalog and category trees with ease and efficiency.



### BOPIS

Customers are able to purchase products online and collect in-store.



### Channels

Thousands of offline retail channels digitized under a single platform.



**commercetools**

## About commercetools

commercetools founded the headless commerce concept, and is the industry-leading composable commerce platform enabling brands to adapt and lead evolutions in digital commerce. commercetools provides its customers with the agility and tools needed to innovate and iterate on the fly, merge online and offline channels, take advantage of new markets, drive new and higher revenue-generating opportunities, and future-proof their eCommerce business — without incurring technical and operational risks.

Today, commercetools is trusted by some of the world's most iconic brands including Audi, Danone, Eurorail, NBCUniversal, Sephora and Volkswagen Group and many more. To learn more, visit [commercetools.com](https://www.commercetools.com).