

How Sharedien provides OTTO's colorful world with data

With Sharedien, OTTO has opted for a digital asset management solution that goes far beyond the mere management of media content. As a high-performance and scalable data hub, Sharedien not only ensures maximum control of the rapidly growing volumes of data but also opens up interesting cross-selling and upselling opportunities thanks to the intelligent networking of all data points.

THE CHALLENGE

How the marketplace business is driving complexity

Since its founding in 1949, OTTO has developed into Germany's largest online store – a long journey from its iconic first catalog with just 28 pairs of shoes. Innovative strength and a focus on excellent service have always been an integral part of OTTO's business development.

Retail media offerings at OTTO

Today, around 34,000 brands and over 6,500 market partners offer products via OTTO and, together with own brands such as LASCANA, generate sales of EUR 6.3 billion (2022/2023). OTTO receives up to 35 orders every second.

Digital assets as a success factor

Digital content has a major influence on sales success in retail. The amount of digital content per product has risen sharply in recent years, particularly in online retail, where it is important to provide consumers with a wide range of product data, descriptions, product images, and videos.

With 18 million products in the range, this means enormous complexity for data management. In 2019, OTTO was faced with the challenge of finding a replacement for its previous digital asset management system, which was no longer being developed and was also still running as an on-premises installation.

OTTO


Founding year
1949



Turnover
EUR 6.3 billion (2022/2023)



Number of employees
6,000 (01/24)



Head office
Hamburg



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Arrange a non-binding introductory meeting with our experts.

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The most important selection criteria for the new solution included, in particular, the ability to manage and process large volumes of data with high performance and to be easily integrated into the existing platform structure using an API-first strategy. In order to best support the growth-oriented marketplace strategy, the new DAM technology naturally had to be cloud-native and therefore guarantee speed, availability, and scalability.

Sharedien – the perfect content hub, even for highly complex scenarios

With Sharedien, OTTO opted for a system that not only covers all these basic requirements but is also capable of combining product data and digital content. As a result, Sharedien is now firmly integrated at OTTO as a content hub for 23 million assets, 72 million derivatives, 10 million product entities and 16 billion attribute values.

The generic data model enables Sharedien to manage its 67 million relationships.

Effortless combinations for inspiration, living ideas, and upselling opportunities

At OTTO, Sharedien's flexible data model is also used to create combinations of different items and thus generate entire living ideas and complete outfits across different brands. These combinations are then sent as briefings directly from Sharedien to photographers or agencies, who then implement these ideas visually.

The different items are then displayed separately in the online store, which opens up endless opportunities for upselling and bundle sales. Sharedien helps with creating an inspiring digital shopping experience that is otherwise only found in bricks-and-mortar retail.

23 million

Number of Assets

72 million

Number of derivatives

~ 1,400

Number of users

16 billion

Number of attributes

67 million

Number of relationships



Our goal is to become the most advanced online store in Germany. Sharedien offers the necessary scalability and flexibility to perfectly manage and control our 23 million assets. This enables us to offer our customers an optimal shopping experience.



Andreas Däfler

Head of Content OTTO



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