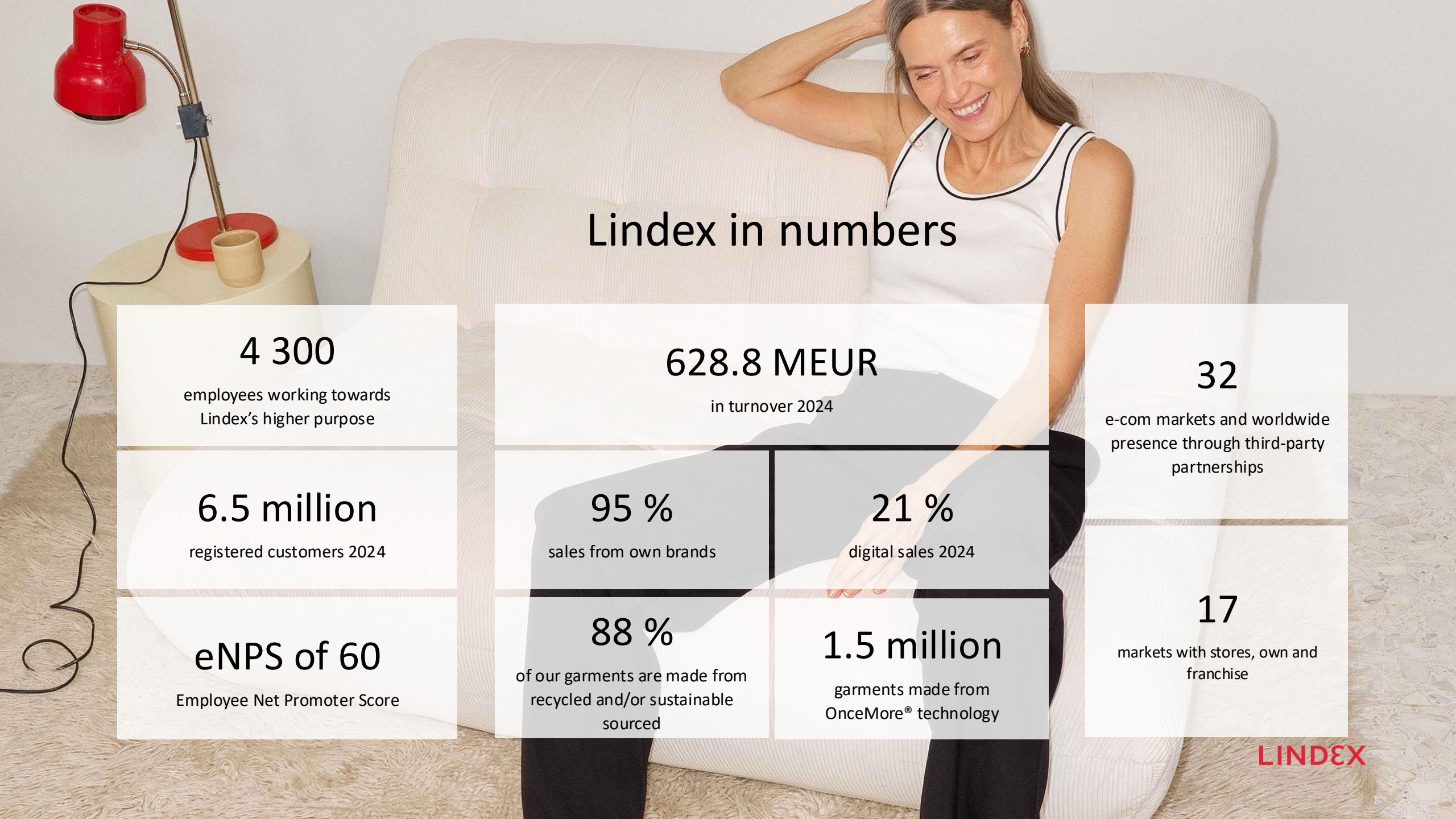


No Customer Experience or
Automation Efficiency
Without APIs

LINDEX

10 years WSO2 journey
API growth drivers
Architecture modernization
Domain driven design
Product Oriented Organization



Lindex in numbers

4 300

employees working towards
Lindex's higher purpose

628.8 MEUR

in turnover 2024

32

e-com markets and worldwide
presence through third-party
partnerships

6.5 million

registered customers 2024

95 %

sales from own brands

21 %

digital sales 2024

eNPS of 60

Employee Net Promoter Score

88 %

of our garments are made from
recycled and/or sustainable
sourced

1.5 million

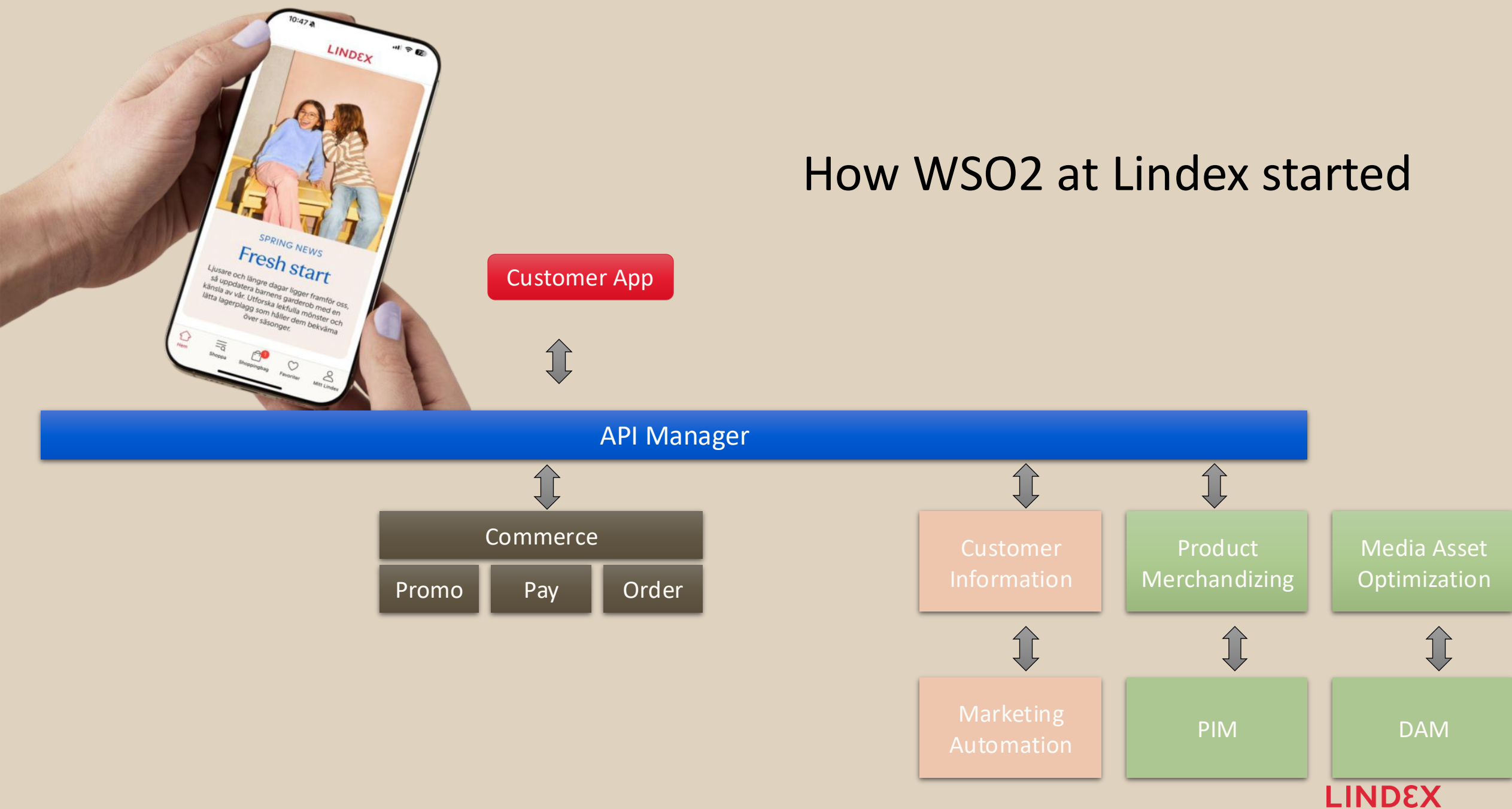
garments made from
OnceMore® technology

17

markets with stores, own and
franchise

LINDEX

How WSO2 at Lindex started





Customer App

index.com

Further API expansion

API Manager

Commerce

Promo

Pay

Order

Content
Management

Customer
Information

Product
Merchandizing

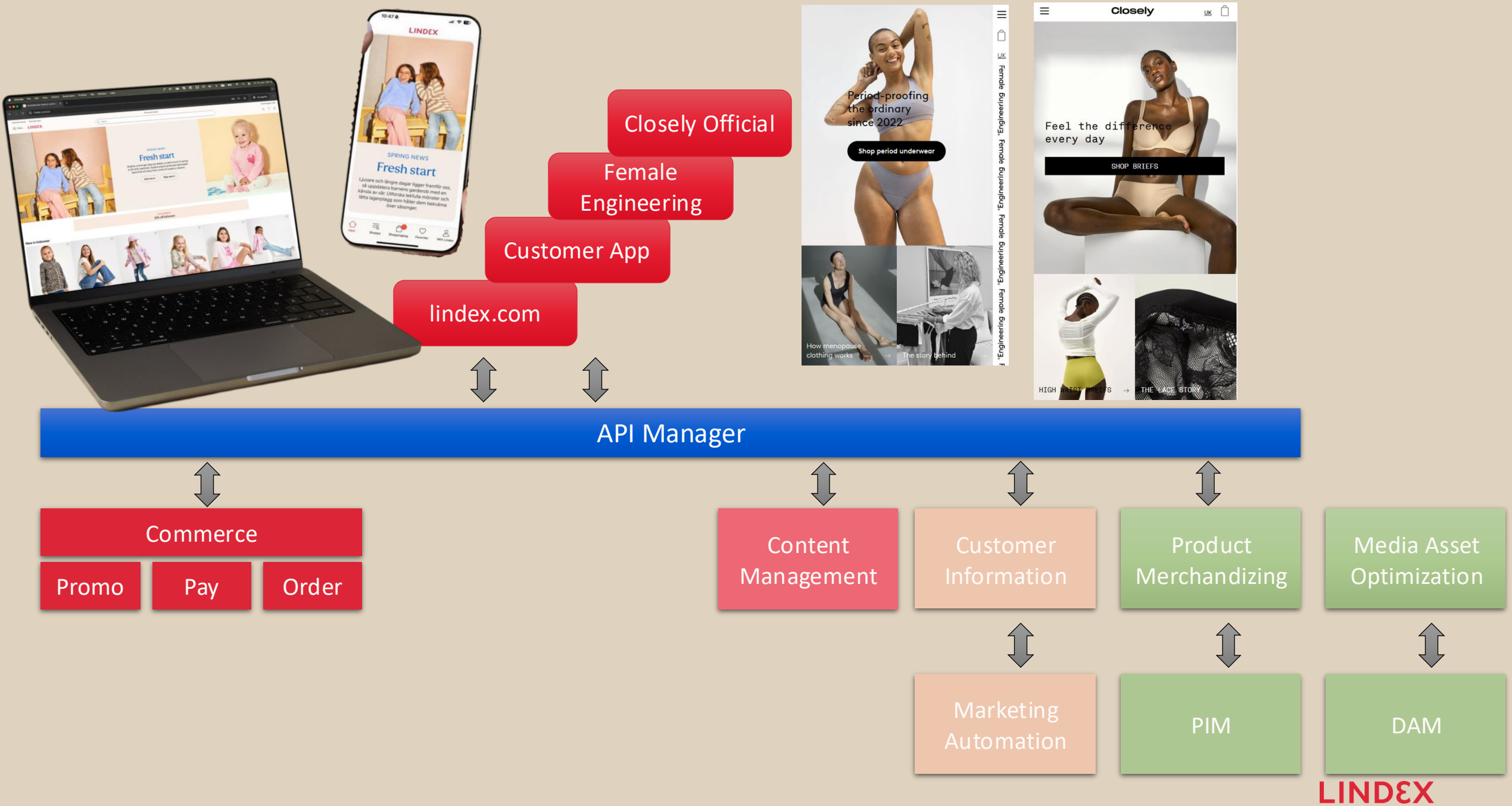
Media Asset
Optimization

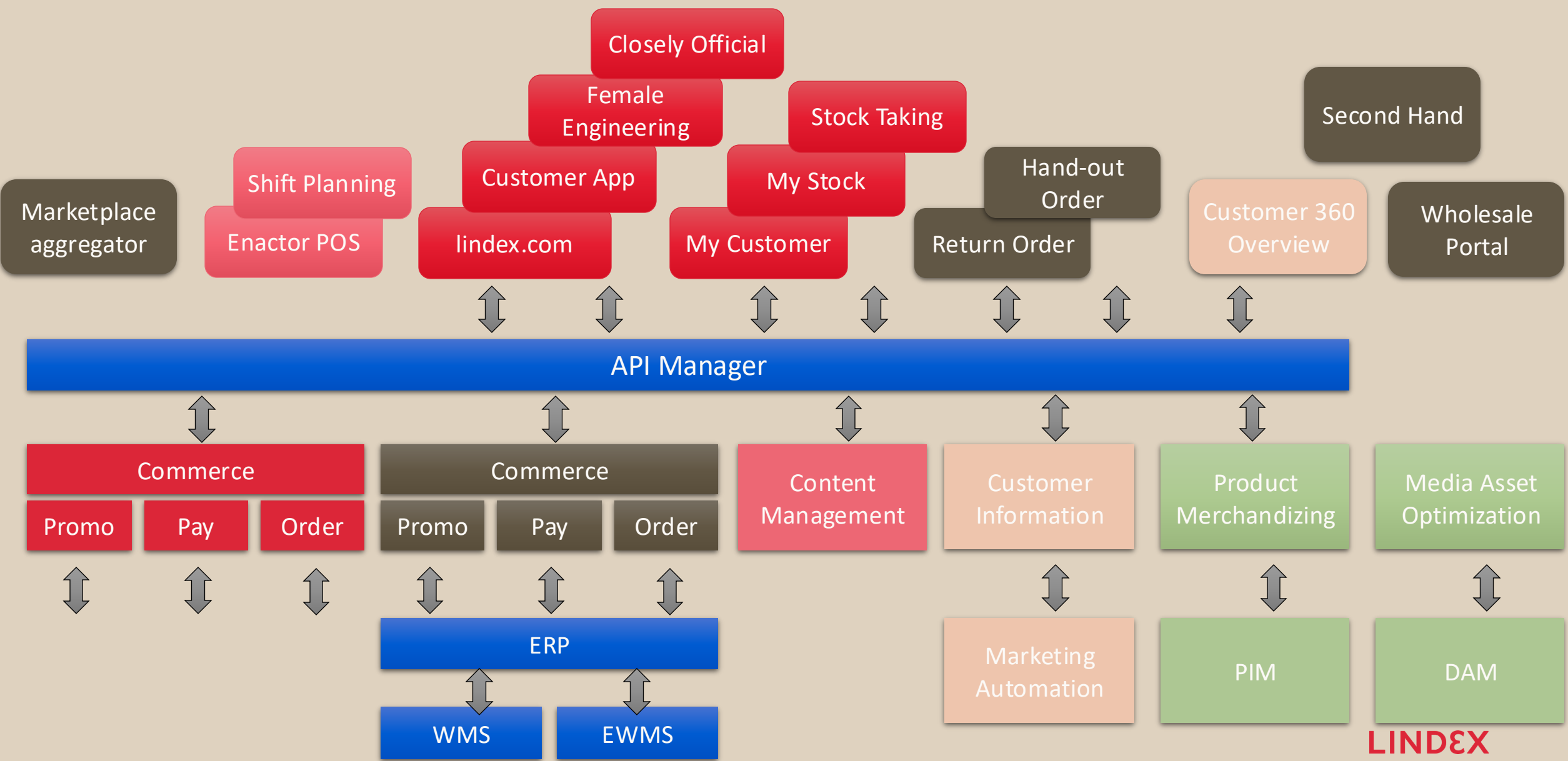
Marketing
Automation

PIM

DAM

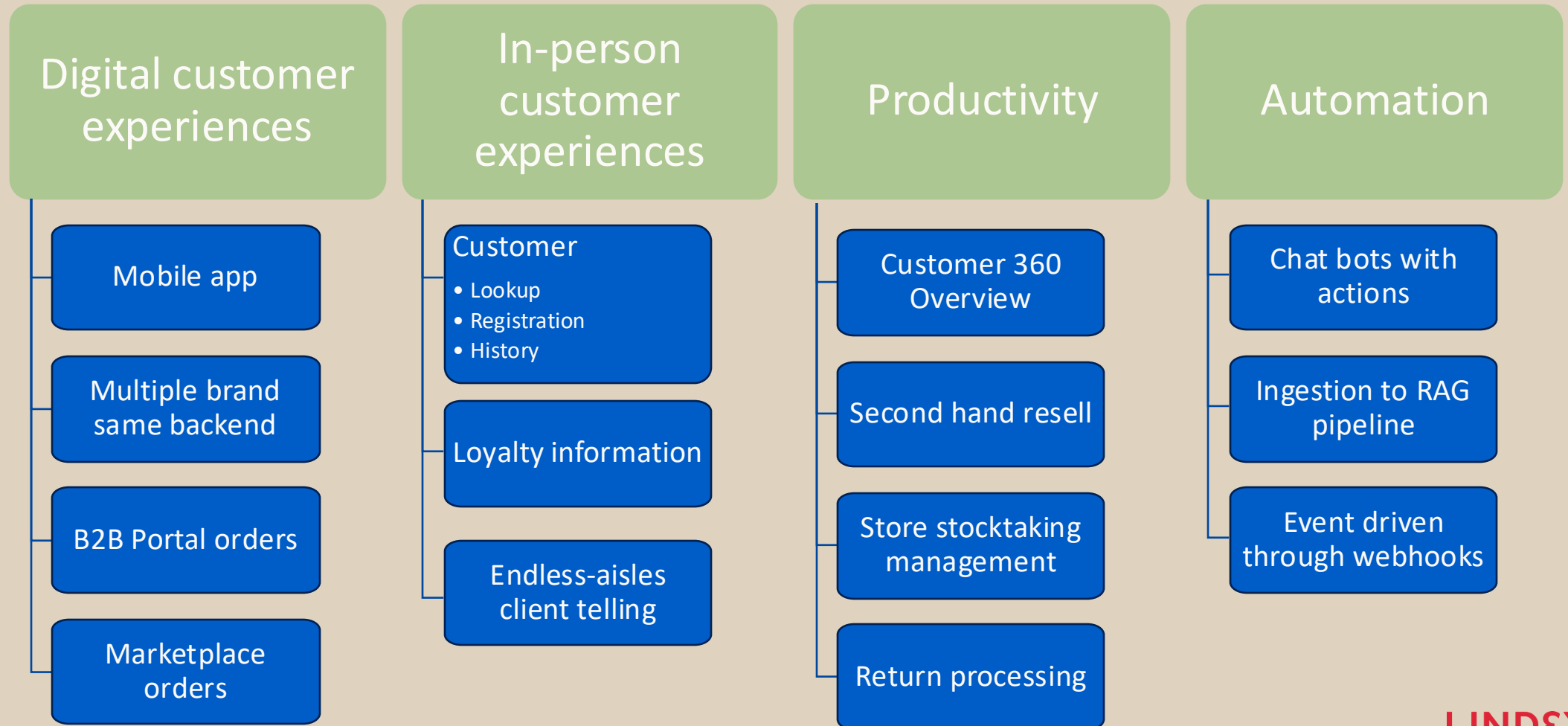
LINDEX





LINDEX

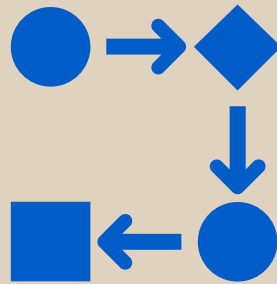
Drivers for more APIs



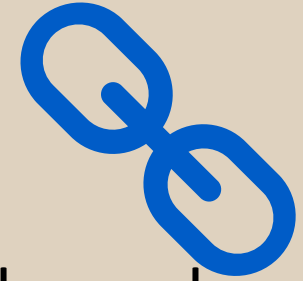
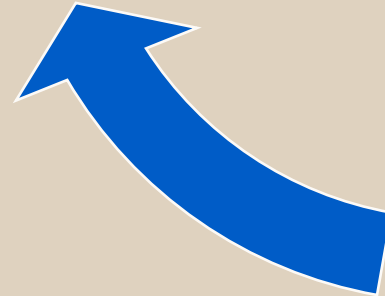
APIs as enabler for change



Need ...



Gradually re-platform

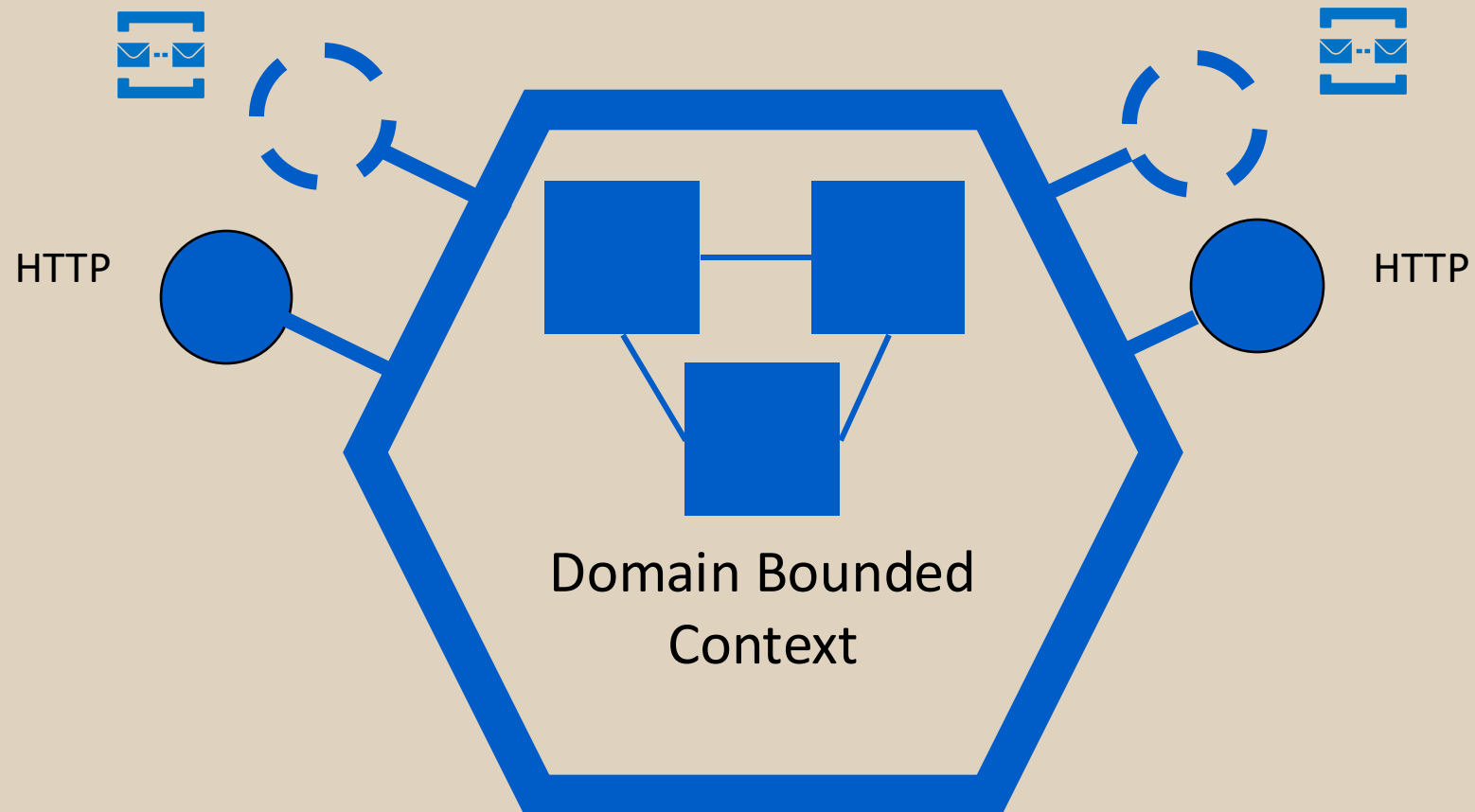


Remove dependencies for agility



New Digitalization
and automation

Adoption of domain driven design to secure ownership



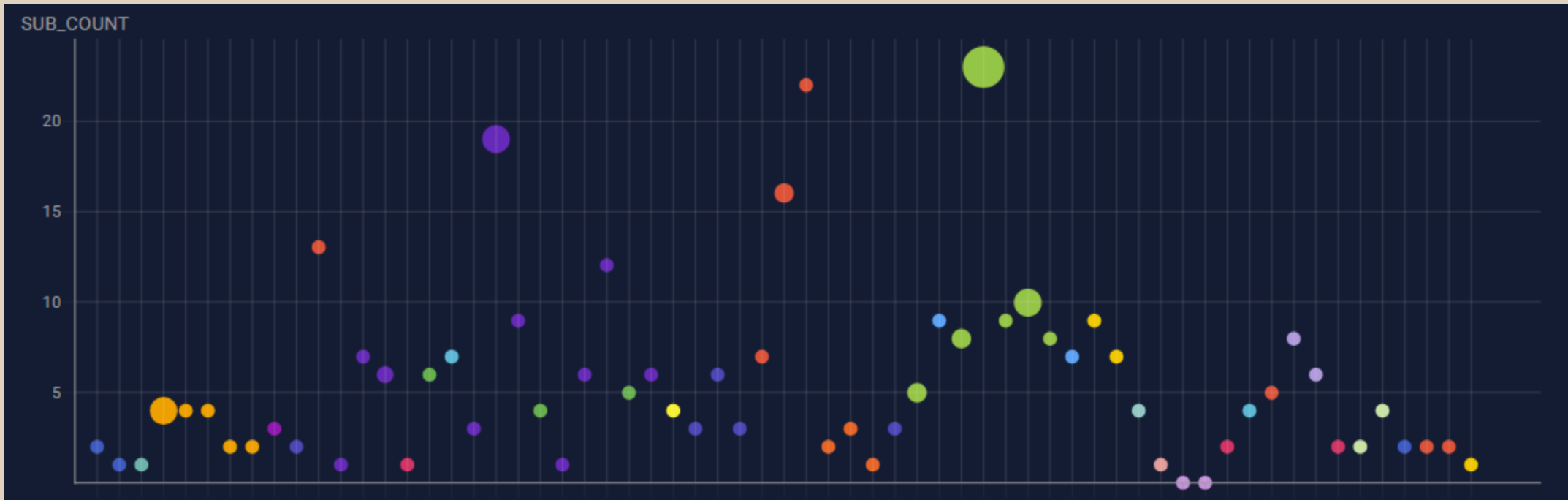
Domains with Digital Product Teams

Area	Domains
Channels	Retail Development Ecom Development B2B Development B2C Channel Services
Value Chain	Supplier Management Plan, Product Produce Supply Chain Logistics
Backbone	Finance
Enabling	Data & Analytics Infrastructure

10 years with WSO2

0 -> 83 APIs

500 million calls per month





Success factors for using APIs for modernization

- Product teams with clear purpose and responsibility
- Religiously remove dependencies between domains
- Make your own APIs and other message contracts and control versioning of them
- Mind the cognitive load of teams
- Simple is better – strict usage of standards – don't combine purpose

Thank you!



Johan Edling

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