



Berlin-based E-commerce SaaS · Frontend-as-a-Service (FEaaS) / E-Commerce SaaS · Berlin, Germany (global platform) · Ongoing

Berlin-based E-commerce SaaS: From idea to a fully functional Frontend Management Platform, custom-built by Gradion, designed to give merchants creative control without writing a line of code.

CLIENT CONTEXT

The client is a Berlin-based SaaS startup building what it describes as a Frontend Management Platform (FMP), which is a visual, component-based tool that allows merchants, marketers, and content teams to design, manage, and deploy headless e-commerce storefronts without engineering involvement.

The platform is built natively around Shopify and Shopware integrations, and includes a canonical Data Layer that abstracts the backend, enabling merchants to switch commerce platforms without reworking their storefront. The enterprise competes in the growing composable commerce frontend space alongside established tools, differentiating through its FMP category positioning and canonical data abstraction layer.

THE CHALLENGE

The founders had identified a genuine market problem: building a beautiful, high-performing e-commerce storefront still required developers. Marketing teams, merchandisers, and brand managers who wanted to test layouts, launch campaigns, or update content were dependent on engineering capacity that was always scarce. The tools available either sacrificed performance for simplicity or required technical expertise to operate at the level serious merchants needed.

The vision was to hand creative control back to non-technical teams. But delivering on that vision required solving a technically demanding problem, which was a platform with genuine drag-and-drop simplicity on the surface, backed by architecture capable of handling thousands of concurrent users editing, building, and publishing storefronts simultaneously at production-grade speed and in multiple geographies.

Performance could not be an afterthought. A no-code tool that renders slowly or behaves inconsistently across regions quickly loses the trust of the merchants it is supposed to empower. The platform had to work as well in Thailand as in Germany, with consistent load times, stable uptime, and a seamless experience from backend to frontend.

Nothing off the shelf could deliver that combination. Every component would need to be built from scratch, and the startup team would need to be able to work across borders and time zones throughout the build.

THE APPROACH

Gradion engaged as the startup's full product development partner from the first day of engineering work. The scope was greenfield, which meant no legacy code, no existing systems to integrate, and no prior architecture to constrain. Gradion built the entire platform.

The work proceeded across four interconnected work streams:

Custom UI component library: Gradion developed a tailored component library aligned precisely with the client's design language and technical requirements. Every component was built for reusability, responsiveness, and accessibility, giving the platform a consistent visual foundation that developers and designers could build on rapidly without rework.

Drag-and-drop frontend studio and admin panel: The centerpiece of the product. Gradion built an intuitive no-code editing interface that allows merchants to design, customize, and publish storefront changes in real time. The accompanying admin panel gave teams full operational control over the platform without technical intervention. The result was a tool that delivered the experience the founders had promised, which was complete creative autonomy without a single line of code required.

Customer-facing web application: Gradion designed and built the startup's public-facing website and marketing platform, the primary channel for communicating the product's capabilities, use cases, and client success stories to prospective customers.

Scalable, remote-ready architecture: The underlying system was engineered for performance and geographic distribution from the start. High-traffic concurrency, rapid load times across regions, and infrastructure that supported distributed teams contributing simultaneously were all built in as baseline requirements, not retrofitted.

RESULTS

The platform Gradion built enabled the startup to deliver on its core promise to merchants:

Accelerated go-to-market for merchants: By removing the dependency on developer capacity for storefront changes, merchants can launch, iterate, and test significantly faster. New campaigns and storefront updates move from idea to live without engineering bottlenecks.

Full creative autonomy delivered: The drag-and-drop studio, pre-built component library, and Shopify/Shopware integrations give merchants complete control over their storefront design and layout. Users can build brand-consistent experiences, run experiments, and iterate without writing code.

Positioned as an FEaaS leader: Through its innovative architecture, performance focus, and native integrations with the two dominant e-commerce platforms in its market, the company quickly attracted modern merchants seeking flexible, composable storefront solutions.

Cost-efficient for merchants: Reduced dependency on front-end engineering resources lowers the total cost of storefront ownership, which is a commercially significant differentiator for SME and mid-market operators.

Global-ready architecture: The platform supports multi-region operation with consistent performance, enabling the enterprise to serve merchants across geographies without degradation.

SERVICES DELIVERED

- Greenfield system build (full platform development)
- IT architecture and IT roadmap
- Custom UI component library
- No-code drag-and-drop studio development
- Admin panel design and build
- Customer-facing web application
- Scaling and performance engineering
- Remote team enablement and distributed delivery

TECHNOLOGY STACK

- Custom UI component library (from scratch)
- Drag-and-drop frontend studio (no-code / low-code)
- Shopify native integration
- Shopware native integration
- Canonical Data Layer (backend-agnostic)
- Headless / composable architecture
- Multi-region performance-optimized infrastructure

Ready to discuss a similar challenge?

Gradion works with software companies, fintechs, and industrial operators across DACH, Southeast Asia, and Africa. ISO 27001 certified. 23 years of delivery in regulated and high-growth environments.

sales@gradion.com