

PRESS RELEASE

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Nordlo IT partner as e-retailer Cellbes switches to Microsoft Azure

E-commerce company Cellbes of Sweden is modernising its IT infrastructure. By utilising Microsoft's Azure cloud solution, the company will achieve greater security and cost control, thereby improving its prospects for continued expansion in its 18 European markets.

“Cellbes now has an IT platform that is both scalable and less expensive. The fashion industry is competitive and fast-moving, so having the right IT setup is essential for success,” says Per Bidemyr, Key Account Manager at Nordlo in Borås.

The e-retailer and fashion company Cellbes started in 1954 as a mail order company, and today the business has a turnover of over half a billion Swedish kronor. 2025 has been a successful year, with the company growing strongly and launching in nine new markets, including the Netherlands.

This growth has meant that Cellbes has needed to develop its digital environment. In consultation with its long-standing IT partner Nordlo, Cellbes chose to migrate its entire IT infrastructure to Microsoft Azure. Nordlo has been an advisor and project manager throughout the process.



Niklas Fredenlund, IT manager at Cellbes and Per Bidemyr, Key Account Manager at Nordlo in Borås.

“With Azure, we can scale up our business faster and more cost-effectively. Now we no longer need our own servers and server rooms, something we have had since the 1990s. This allows us to use our IT resources in ways that more directly benefit the business,” says Niklas Fredenlund, IT manager at Cellbes.

For the company's business-critical systems, the move means both higher reliability and performance. As an IT partner, Nordlo is assisting with setup, cost control and important security parameters.

“With this investment, Cellbes is reducing its server park from around 60 to 26 servers and eliminating the need for backup servers and other administrative servers, among other things.”

“Azure also simplifies collaboration with other players, such as large logistics companies that use modern solutions such as autostore robots and are dependent on the solution,” says Per Bidemyr.

Sustainability has also been a key factor in the project. Microsoft's data centers are powered by 100 per cent renewable energy.

Nordlo is one of the leading providers of cloud and infrastructure services in the Nordic region. The company offer scalable operational solutions, managed services and full outsourcing of IT and digitalisation services to companies and public sector organisations. Through close cooperation and sustainable choices of innovative technology, Nordlo help customers strengthen their competitiveness and drive digitalisation forward. Nordlo has a turnover of SEK 2.4 billion and approximately 1000 employees at locations throughout Sweden and large parts of Norway. nordlo.com/en

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“For us, it is reassuring to have a partner who both understands our business and can deliver solutions that strengthen us in the long term,” says Niklas Fredenlund, IT manager at Cellbes.

“We have been working together for over 30 years and understand what Cellbes needs to grow,” says Per Bidemyr, Key Account Manager at Nordlo in Borås.

About Cellbes of Sweden

Cellbes of Sweden is an e-commerce and fashion company for “women in the prime of life” and currently operates in 18 European markets. The company is part of Consortio Fashion and has a turnover of approximately half a billion Swedish kronor.

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