



# Leara launches new platform for connected commerce

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**Swedish Leara launches a new unified commerce platform that connects orders, inventory, product data, and the systems around them. The ambition is to help commerce companies modernise their technical infrastructure — without starting from scratch.**

Commerce has become increasingly connected. At the same time, the systems behind it are often still fragmented.

E-commerce, stores, warehouses, business systems, product information, payments, and logistics have evolved at different speeds and often sit in separate systems. The result is a technical environment where information must move across more platforms, integrations, and manual processes.

That is the problem Leara set out to solve.

Leara brings the operational parts of commerce into one shared layer and connects them with the systems a company already uses. The platform covers order management, inventory, product data, and integrations — built to work alongside existing ERP, e-commerce, POS, payment, and logistics systems.

**— We do not believe the future of commerce is about replacing everything. It is about making what you already have work better together. Leara creates a connected layer between systems so commerce can be understood and run as a whole, says Alexander Kleve, CEO and co-founder of Leara.**

## A layer around the systems

Rather than building yet another isolated system, Leara is developed as the connective infrastructure around an existing technology stack.



Orders can come from multiple sales channels. Inventory can sit in multiple locations. Product information may need to reach different systems and markets. Leara creates a shared structure where information can meet and be used across the full flow.

This lets companies keep the parts of their existing environment that work, while changing and developing other parts over time.

**— Many companies do not really have a systems problem. They have a context problem. The information already exists, but it is scattered. Our job is to create structure between systems and make complexity far less visible to the people who use them, says Rebecca Blakstad, CXO and co-founder of Leara.**

## Built for a more intelligent commerce infrastructure

Leara is developed on the premise that the next generation of commerce platforms must do more than move information between systems.

By bringing data and operational flows into one shared layer, a foundation is also created for using AI where it can actually make a difference — to understand what is happening in the business, identify anomalies, and over time help users make and execute decisions.

AI is therefore not a separate feature on top of the platform, but part of the underlying infrastructure.

**— When orders, inventory, and product data share a common context, what software can do changes too. We are building Leara for a future where systems do not just present information, but help the business understand and act on it, says Niklas Modin, CTO and co-founder of Leara.**

## About Leara

Leara is a Swedish unified commerce platform that connects orders, inventory, product data, and the systems around them. Through a shared operational layer between existing business systems, e-commerce, stores, logistics, and other parts of the technology stack, Leara helps commerce companies work as a more connected system.



## PRESS RELEASE

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Leara was founded by Alexander Kleve, Rebecca Blakstad, and Niklas Modin.

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