

CASE STUDY

MAGENTO SOLUTION OPTIMIZED TO AUTOMATE ROUTINE MANUAL WORK

Client Background

Our client is an international online store that is headquartered in Berlin. It sells lingerie, adult goods, and accessories in Germany, Austria, Switzerland, and France. Additionally, the client organizes parties for women so they can view the products in a more casual atmosphere.

Business Challenge

In order to quickly enter the market, the client created a product code base in a short period of time. During active growth periods performance and scalability problems arose. To address this, the client knew its application—Magento shop—needed to be optimized and redesigned.

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Project Description

The client consulted with SoftServe to create separate backend applications to automate routine manual work specifically for warehouse data management, ordering products, and accounting work for the parties.

The SoftServe team worked in close cooperation with the client team to:

- Automate warehouse and order fulfillment processes.
- Improve performance by reworking business processes and integrating payment and shipping providers.
- Constant improvements on the frontend to deliver the best user experience.
- Create a backend for its mobile application.
- Integrate the external payment service.
- Aggregate products from different data suppliers.

Technology Stack

- | | | | |
|-----------------|----------------|-----------------|--------------|
| • Ruby | • jQuery | • Elasticsearch | • Capistrano |
| • PHP | • PrototypeJS | • Redis | • Linux |
| • Javascript | • Coffeescript | • Rspec | • GIT |
| • HTML/SASS/CSS | • MySQL | • NGINX | • REST |
| • Magento | • Postresql | • Varnish | • SOAP |
| • Rails | | | |

Value Delivered

Through the collaboration, SoftServe delivered a solution that helped our client surpass the previous year's income in one month's time. Additionally, the client's sales increases by 12 times. The new solution gave the client the ability to:

- Monetize mobile traffic—60% from total traffic
- Scale for new markets
- Improve business operation efficiency

ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation—from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience are built on a foundation of empathetic, human-focused design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy—No matter where you are in your journey.

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