

PHP ZEND + MAGENTO DEVELOPMENT SERVICES FOR A EUROPE BASED E-COMMERCE PROVIDER



Our customer

A leading provider of housekeeping products in UK and Europe. They provide over 5,000 household appliances and cleansing solutions across Europe.

Challenges

Our customer started their brick and mortar stores 5 years ago. They realised the potential of selling products through the e-commerce platform and wanted to create a B2B shopping website. Customer preferred to have the e-commerce system on top of their 3rd party centralised inventory system. They started the vendor evaluation process with the following challenges in their mind.

1. Domain & Technology - Experience in developing/customising and implementing e-commerce platforms using Magento & PHP
2. Online portal should be robust and scalable
3. All the distributors and customers control should be maintained from their centralised system
4. Prior experience in working with aggressive deadlines (go live in 2 months)

Expedux was selected based on our work in the open source space and our focus towards E-commerce organizations.

Our Approach

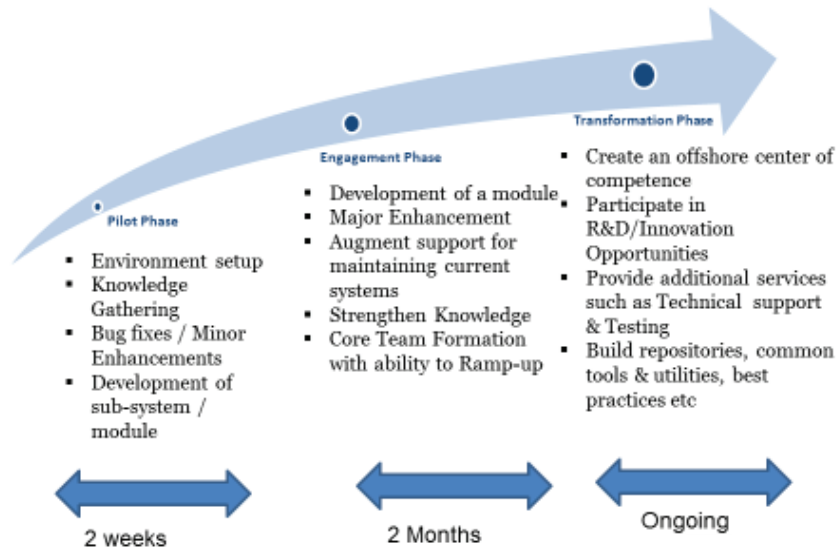
Expedux started the project scope phase and understood the two important challenges in the overall project perspective.

1. Backend system should be maintained either through the website or their centralised system
2. All transactions should be maintained separately and each dealer had different com-

mission percentages. These transactions should be synchronised from both end.

After evaluating the entire scope of the e-commerce platform, Expedux recommended 3 phased PET (Pilot, Engage and Transform) approach for the overall development to go-live status.

Expedux – PET Development Methodology



Pilot Phase:

- Validated all the possible open source technologies and ecommerce frameworks and decided to go with PHP as a core technology and Magento as the best suited framework
- Developed an overall architecture framework that was scalable and robust
- Identified the necessity of building custom frameworks and plugins and aligned it with the overall development strategy

Engagement Phase:

- Customized Magento platform with the expected changes along with synchronization scripts.
- Integrated Magento ecommerce platform with eBay Marketplaces

Transformation Phase

- Developed custom PHP scripts to integrate Merlin (our customer’s core ERP module) and Magento platforms

- Enabled scalability and security from the technology stand point so that the customer could manage inventory as demand increased and maintained control over the product page
- Helped the customer to total operation from the ERP package
- Streamlined customer data in real-time to boost productivity

Technology Stack: PHP, Magento, Jquery, Zend, Redis, CSS3, HTML5, Apache/IIS, MySQL, AWS

Benefits:

- 40% increase in overall sales and a staggering 30% contribution from online portal

- Reduced manual operations by 80% with Centralized Inventory and Order Management platforms
- Launched mobile responsive app in parallel with the platform
- Increased active collaboration between suppliers and customer with intuitive and user friendly UI framework
- Achieved scalability from 50 product listings to 400 product lists currently
- Integrated seamlessly with 3rd party inventory systems and improved modules to cover SMS gateway, tax calculation, currency conversions and others

ABOUT US



FOCUS

Software Engineering Services for Product Firms and E-commerce Organization



OPEN SOURCE COE

A Centre of Excellence team to constantly build capabilities and frameworks in PHP, JAVA, and Python.



STABILITY

A team backed by eminent industry advisors and venture capitalists.



EXPERIENCE

100+ man-years of expertise in working with opensource technologies.



CREDIBILITY

99% of our customers would vouch for our ability to go beyond the typical customer-vendor relationship



INNOVATIVE ENGAGEMENT MODELS

Innovative Milestone based engagement Model with Pay per Hour Model and Pay per Line of Code Model.