



TRANSFORMING THE ECOMMERCE EXPERIENCE OF A LEADING TOY MANUFACTURER

Employing the élite features of Magento CMS for building a robust ecommerce site for a world-class producer of playthings

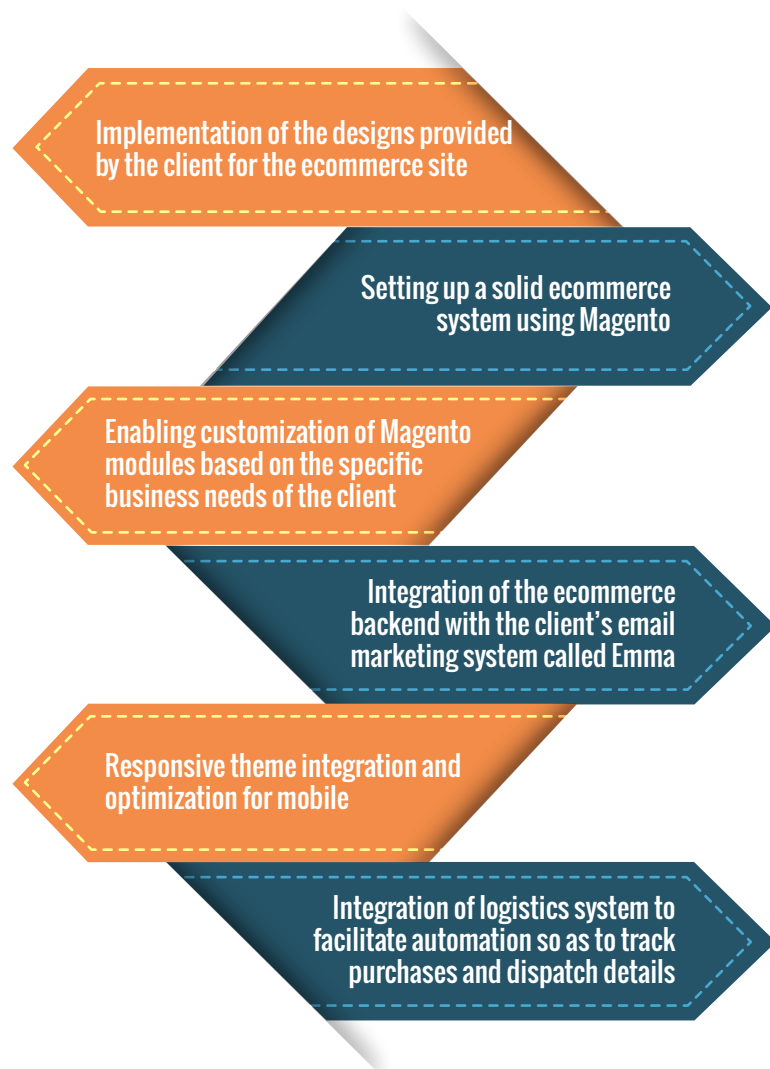
THE CLIENT

One of the world's leading manufacturers of magnetic children's toys based out of the US, committed to providing high quality and reliable products that inspire the architects and creators of future. A client with an interest in an ecommerce website that can help them as well as retailers and customers manage their online sales activities effectively.

THE BACKGROUND

The client was looking for an affordable, but robust solution to handle online sales of their products (toys) to retailers as well as end customers. For this, they needed a resilient ecommerce solution, which facilitates integration of the ecommerce backend with their backend fulfilment system that manages shipping of their products.

THE TASK HIGHLIGHTS



THE CHALLENGES

Absence of technical skills

With their previous vendors, the client faced a dearth of technical expertise with less capabilities to do customizations and coding in Magento. This affected the overall sales performance.

01

Integration of finance & logistics

Since third-party systems failed in supporting the client to manage logistics, the challenge was to help concerned teams in integrating these tasks using the customization features of Magento.

02

Ecommerce Automation

Another area of improvement included the automation of the entire ecommerce process of the client to make it a user-friendly interface which can be handled by non-technical staff.

03

C5 integration issues

Developing ecommerce site using Concrete5 posed a great challenge on the technical end and a feasible solution was derived as to build the site using Magento.

04

WHY SUYATI

- Our ability to generate better business by laying more emphasis on embracing technological advancements.
- Precisely staying abreast with technology developments
- Tremendous expertise in setting up as well as customizing Magento ecommerce modules
- Proficient skills in PHP programming

THE SOLUTION IN A LINE

Customized Magento based ecommerce solution by adhering to the requirements of the client and transformed Magento backend to an easily manageable interface.

SOLUTION HIGHLIGHTS

- Successfully customized the client's ecommerce site using the ecommerce module of Magento CMS.
- Integrated ecommerce backend with third-party email marketing system called **Emma**.
- Provided customization services for integrating logistics module in the ecommerce site.
- Tailored the Magento backend to manage ecommerce site in such a way that even non-technical users can use the site.
- Suggested and implemented the most apt Magento extensions for Authorize.Net payment modules, location tracking modules, Multiple X module for retailers for purchasing products in bulk, and shipping restrictions extension to restrict shipping methods.
- By customizing Magento API, we helped the client in ensuring that the right data is made available to the **Accellos** system.

Note: *Accellos is the order fulfilment system for the client's ecommerce site, which integrates their finance and logistics functionalities.*

TECHNICAL SCOPE

Our scope of implementation included the following tasks, which we implemented successfully:

- Shipping tracker
- Payment gateway integration and where to buy vendor details
- Pop-up banners, responsive theme designs
- SEO plug-in and social sharing
- Setting shopping cart rules for purchases
- Break-down products in ranges and product line

PROCESSES AND TECHNOLOGY INVOLVED

The workflow followed Waterfall methodology, which was executed in a fixed bid engagement model.

The ecommerce site was developed using the ecommerce module of Magento CMS, which provides extensive customization features. PHP programming and HTML coding were used for rendering these solutions in Magento.

Magento extensions were used to optimize:

- Authorize.Net Payment module for Saved Credit Cards
- Retailer Location tracking module
- Multiple X modules for retailers (Allocation and Bulk Purchase module)
- Shipping restrictions extension

Major customizations

Allocation feature: This feature enabled the client to integrate and publish locations in the site so that customers can locate their retailers by filtering them based on the location.

Bulk Purchase extension: Customized extensions for users—both retailers and end customers—so that when a user logs in, the site will display the targeted information. For example: if a retailer logs in, the ecommerce site will be customized so as to display only bulk purchase and payment details for retailers.

THE RESULTS

- Developed a full-fledged ecommerce solution for the client
- Customized and improved usability of Magento backend so that even laymen can access and use the site effectively.
- Suggested and implemented the most apt Magento extensions for various ecommerce functionalities.
- Supported the automation of order fulfilment system (logistics system) by modifying the Magento API module.
- High performance and cost affordability
- The ecommerce site went live successfully in September 2015.

VALUE-ADDS

- Helped the client in understanding the long term benefits of having optimum server configuration storage in IT.
- Suggested new effects for the designs provided by the client and helped them with the design changes.
- Optimized the site to make it mobile responsive.

PROGRESS AND TEAM COMPOSITION

Suyati's expert team included two Magento developers, one tester, one Business Analyst, and one UI designer. The following demos were shown to the client on each stage of the development to make them understand the progress of work:

- First demo was given in May 2015, which showcased the basic functionalities of the proposed ecommerce site.
- Second demo in June 2015 laid out the additional customizations and advanced features, which were planned to be offered to the client.
- The third demo, the last one (July 2015) witnessed the upcoming full-fledged ecommerce solution, which went live in September 2015.

All the demos were well received by the client, and site that we designed is bringing in the desired ROI to the client.

ABOUT US

Suyati provides marketing technology and integration services for companies that wish to combine the best of breed solutions and create a unified approach to customer acquisition. This unified digital marketing approach requires system integration between various CMS and CRM platforms, and a slew of e-commerce, Marketing Automation, Social Media Listening, email and social marketing, and customer service systems. Our specialized knowledge in Salesforce, open source and .Net based systems enables us to build effective custom integrated solutions for our clients.

Suyati's custom technology solutions have been deployed in companies in the US, Western Europe and Australia, and have helped many enterprises leverage the web/cloud/mobile technologies to acquire customers through integrated digital marketing. Suyati is based in Chicago with product engineering capability out of the US and India.

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