



SEAFOOD SUPPLY ENTERS A NEW REALM THROUGH EFFECTIVE MAGENTO UTILIZATION

*Utilizing elite Magento features through Suyati, a leading supplier of
seafood in India develops a state-of-the-art e-commerce website*

THE CLIENT

A leading seafood supplier with a global presence and pioneer among the seafood processing establishments. An ambitious client who wants to effectively utilize novel technologies for scaling further in the seafood business.

THE BACKGROUND

To cater to new and emerging business requirements, the client wanted to build a B2C website with e-commerce functionalities integrated in order to facilitate online purchase of sea food. Building mobile apps was also part of the agenda. A client with ambitious plans to become the best e-commerce platform to deliver frozen seafood.

THE TASK HIGHLIGHTS



The following were the solutions offered by Suyati

SAP integration: Maintaining inventory and catalog in SAP. We provided the client the option to sync either in a scheduled or manual manner, which is a button click. This was accomplished by working with our SAP partners.

CRM integration: This was performed by partnering with a leading cloud telephony company in Asia.

Call Center Functionality: We have done the soft launch for the call center functionality. A call center agent can register a customer and place orders. They can also take customer feedback and complaints, if any. Some of the functionalities include customer identification, call history and assigning of call center agents.

Integrated Voice Response (IVR): This was done by a third party service provider. When a customer makes a call to the call center, the APIs would give them the list of available agents. Based on that list this service provider would route the call to a random number. This enables the admin to see the IVR process in real time. It can also store call logs in Magento for future reference.

Virtual retailer: A virtual retailer could be a caretaker, life insurance agent etc. They can place orders on behalf of others and earn commissions for every order that's placed. We had used Magento extensively to incorporate this feature which also has a separate log-in.

Rest APIs: Created custom APIs for Magento version 1.9 which lacked many APIs. Our team built customized APIs based on client requirements.

Magento Extension Development: We developed new extensions using Magento and created Rest APIs for extensions. These were extensions that were suitable for mobile applications.

Magento Theme Customization: Delivery by mobile app and API.

Payment options: We provided our client with the following options

- PayTM
- Axis Bank
- Cash on delivery
- Card on delivery
- Sodexo

Delivery time slots: The customer can choose from three time slots. This can be set by the admin.

The slots are 10 am – 12:30 pm, 2 pm – 4:30 pm, and 7 pm – 9:30 pm. Delivery would be within Cochin city limits, and would take place within a 3-km radius from wherever the order is placed in the city.

We also created an on-demand facility to deliver fresh seafood like crab etc.

SMS and email notification: SMS and email notifications are sent on registration, account confirmation, order creation, when the item is shipped for delivery, order delivery, order cancellation, return etc. Delivery boy app using GPS navigation was also created.

On-demand facility: For delivery of fresh seafood like mud crab, lobster, whole seer fish etc.

Fish coin: After purchasing for a certain amount, the customer can earn fish coins which can be redeemed for future purchases.

Referral bonus: If a new person is referred to the app, both the referrer and the referee are entitled to a referral bonus.

Credit Wallet: If a refund is required for any bad product, it can be requested, which will be stored in the credit wallet.

Social media and support ticket integration: Facebook and Twitter integration was done for the website along with a support ticket integration in collaboration with a third party service provider.

Multi-store functionality: This is to help further expansion of the service in various cities in India.

THE ENGAGEMENT MODEL

Suyati Technologies suggested a Fixed Price engagement model to the client.

Our Fixed Price model of engagement offers three clear and distinct benefits:

- The client is clear about the exact scope of the project, which includes timeline and deliverables.
- There is no ambiguity on the payments.
- Payment is based on milestones or partial deliverables.

The Fixed Price model is ideal when there is a short-term goal that is clearly defined. It also comes handy when there is an emergency where a product or solution needs to be fixed.

PROJECT MANAGEMENT APPROACH

The workflow followed Agile and Waterfall methodologies.

The Agile Software Development paradigm has been gaining in popularity over the last few years for iterative software development, as it lowers costs, improves quality and productivity. It also brings about better engagement amongst stakeholders and brings about better business satisfaction overall.

Agile methodologies are typically leveraged to solve problems where change and uncertainty are involved, and are adaptive rather than predictive. The advantage of developing with an agile and iterative development process helps explore the possibilities of smaller and more frequent releases which can also give us an early peek into a working system. Increased responsiveness and reduced risk are two of the primary benefits of this process.

The major stages in an Agile framework are:

- **Project Kick-off**
- **Planning/Discovery Workshop**
- **Specification/ Acceptance criteria workshop**
- **Sprint planning sessions**
- **Sprint Execution**
- **Sprint reviews**
- **User Acceptability Testing**
- **Deployment**
- **Post deployment activities**
- **Sprint Retrospective**

All of the above, except project kick-off, recurs during the course of the project.

The Waterfall methodology that we adopted, too, was executed in a Fixed Price engagement model. The e-commerce site was developed using the e-commerce module of Magento CMS, which provides extensive customization features. PHP programming and HTML coding were used for rendering these solutions in Magento.

WHY SUYATI

- Our ability to do business better by laying more emphasis on embracing technological advancements, and precisely staying abreast with it.
- Suyati being onsite served as a huge advantage for our client as that helped in building trust faster. It also helped in faster decision making, more flexibility, and closer collaboration.
- Tremendous expertise in setting up as well as customizing Magento e-commerce modules. We also have a mobile programming team of 10 members.
- Proficient skills in PHP programming.

RESULTS

Magento technology is widely used for extensions to improve site management, marketing, customer experience, and more. We utilized Magento's comprehensive e-commerce technology to the fullest.

- Customized Magento-based e-commerce solution by adhering to the requirements of the client and transformed Magento backend to an easily manageable interface
- Developed end-to-end ecommerce solutions with mobile apps in Android and iOS
- Integration with SAP. All ERP including inventory and store management, inventory availability, delivery etc
- Complete delivery chain automation
- The website is tuned to work in real time so that there is no lag for the user

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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