

Case Study

eCommerce Platform Modernization

For a US-based retail technology solutions provider



PROJECT OVERVIEW

Our client offers omnichannel commerce and merchandise lifecycle management solutions for retail enterprises to streamline operations & deliver seamless experiences. They wanted to modernize their 15 year old legacy eCommerce platform with newer features to increase their market share, drive revenue and boost customer engagement.



Capability

Digital Experience



Industry

Retail



Country

US

KEY FEATURES

The revamped and fully responsive eCommerce PaaS platform now serves as an engaging and scalable solution with robust features and functionalities.

Improved search mechanism

Delivers intuitive shopping experiences to help shoppers find the relevant products & display recommended items as per on-site behavior.

Payment gateway integration

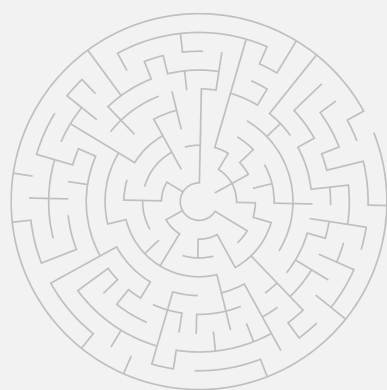
Fast, smart & highly secure payment gateway to make it easy for customers to pay, ensuring you don't lose any business, at any time.

Product catalog management

Consolidates product inventory in a single place to ensure you have consistent and up-to-date catalogs across channels.

Promotions management

Helps admin easily manage catalog price rules, discount & reward prices, shopping cart prices & automate promotional activities.



CHALLENGES

- Tightly coupled frontend & backend
- Slow performance as a large part of the queries took longer to run
- High maintenance cost
- Poor relevance for search results both in type-ahead and searches
- Disparate data sources

SOLUTION

For the modernization of the eCommerce platform, we collaborated with the client to map the business and technical requirements. The first step was migration to a microservices architecture using Spring Micro-API from Strut – java servlet API & MVC-based architecture. By reusing about 70% of older components, we upgraded the functionality of their eCommerce platform to improve sales.

Front end interface

Enabled functionality and business rules by moving to Angular from JSP that allowed the users to perform master/operational data management.

Data migration

Seamless business data migration of end clients that includes product information, transactions, order history, categories & more.

Improving search algorithm

Our team worked to redesign the search for the platform by reindexing the categories, parameters & more. They extensively rewrote the code and rewired the code scripts. Further, they utilized third-party APIs to enhance the capability of the search tool to address future development needs as the site expands and evolves.

Payment gateway integration

Supported extending the capability by integrating modern & leading platforms to support accepting payment modes for domestic and international cards, UPI, net banking and wallets.

TECHNOLOGIES & TOOLS



Outcomes

28%

increase in
operational efficiency

30%

increase in orders
placed

45%

reduction in cart
abandonment

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