

# Case Study

E-Commerce Portal - OSS Development

**ACCEL NORTH AMERICA**  
ACCELERATE INNOVATION



## BUSINESS REQUIREMENTS

The customer, wanted to develop an e-commerce portal for selling and delivering; fresh, organic produce to end-customer's locally. Additionally, the portal would also need to generate weekly reports for orders to be processed for delivery, generate invoices with order edits and finally, generate a report on the stock levels – product wise.

The system would also need to be integrated with a Payment gateway and a SMS gateway for near real-time communications, apart from sending traditional emails via an SMTP server.



## OUR SOLUTIONS

AFL's solution included architecting, designing, developing and maintaining the web portal for the customer using Open Source Technologies and customizing a ready-to-use e-Commerce portal framework called OpenCart.

AFL's service mix included:

- ✓ User-friendly website with efficient UI and UX design (opens in a mobile, tab and regular web browser with minimal degradation).
- ✓ CMS based functionality to update static content areas, apart from customization of Open Cart framework - extensively for the e-Commerce aspect of the solution.
- ✓ Multiple payment options, including a custom built wallet solution - integrated with the payment gateway.
- ✓ Back-end customized reports and real-time stock details (including upload from excel)
- ✓ Optimized for deployment on the AWS cloud.
- ✓ On-going AWS based hosting and managed services too.

Industry	Retail (Food)
End users	Consumers
Team size	3 people
Duration	6 Months



## TOOLS & TECHNOLOGIES

- Front-end technologies - HTML 5/CSS, JavaScript, jQuery
- Back-end technologies – PHP, MySQL
- Frameworks – OpenCart v2.0.1
- Security – SSL implementation with Comodo



## BENEFITS

- ✓ Cross device compatibility – Mobile, Tab and Web (with multiple resolution –from lowest to the highest).

- ✓ Use of existing e-Commerce (OpenCart) framework reduced time to market significantly.
- ✓ Combination of Hosting / Managed Services with Development ensured that development optimizations went hand-in-hand with hosting optimization.
- ✓ Reduced costs using smaller cloud servers.
- ✓ Better TCO with minimal impact for customer
- ✓ Significant improvement in online sales (increase of more than 100% in total orders processed, from time of release).