



# Providing Maximum scalability and centralization for expanding business internationally

## *Proffsmagasinet.se B2B/B2C Platform Case Study*

Sweden's Proffsmagasinet is a leading e-commerce company in the Nordic region that provides tools, laser and measuring apparatus and other equipment for professionals in the building trade with multiple payment and delivery options online.

## Challenge

The company is growing fast! The old system couldn't keep up with such fast growth and Proffsmagasinet needed to implement lots of new system where the e-commerce platform is the core. Though, the e-commerce platform needed to be able to easily integrate with the ERP system and other third-party systems. Proffsmagasinet wanted to be able to customize the platform according to their need and current business opportunities. The new platform also needed to be able to automatically scale up and down depending on spikes in traffic during campaigns.

- Being able to add new sales channels in new countries using the same product catalog
- Take control of the company's own backlog. They didn't want an off-the-shelf solution, where they would share development backlog with other companies



- Utilize the advantages of modular architecture with the "best of breed" thinking
- Stay on top of the latest technological trends, by acquiring a modern platform in the cloud, which is scalable and customizable
- Have a custom built B2B platform with B2C features

In addition, the project needed to stay within a limited budget.

## Solution

- Use Virto Commerce Enterprise version in the cloud with Proffsmagasinet's own custom modules
- Go live with Staypro.no (their Norwegian sales channel) as first proof of concept
- After that migrate the biggest sales channel Proffsmagsinet.se to the new platform. The company already had their active online store, so it was important to make sure the migration would affect it minimally, if at all. Once the new platform was set up, all business processes (payments, orders, etc.) were functioning in parallel on the old and the new systems with united order processing.
- This way we could make sure the new system functioned perfectly before migrating the processes step-by-step without affecting everyday business.
- We worked with the company's SEO team that has provided the technical task descriptions, product cards and catalogs for migration, so the new website has gone live without any losses in Google ratings.
- Several key clients were given early access to beta-testing of the new system and provided their feedback. Following this we have placed a banner on the main page of the store's website offering a 10% discount coupon to the customers, who chose to participate in the open testing. This was done to make sure regular customers don't get turned away by the new design.



Once the management was convinced that both old and new systems worked fine, all the processes were moved smoothly to the new platform and the migration has been finalized.

## Result

- All the processes are now live on the new platform that has all the required standard and exclusive features and is fully controlled, customized and adapted by Proffsmagasinet.
- The new solution is fully cloud-based and features a new DevOps process, as well as new testing systems that decrease amount of bugs and improve compatibility of new features with the live product.
- Module system allows updating in small independent pieces.
- The new system allows for easy addition of new channels in same or new regions with an access to the shared catalog that can be easily updated and used across the board.
- Application insight helps avoid bugs, while azure metrics let the team monitor the system's functionality and behavior on the server as well as on the client's side.
- This comes as a ready "box" solution that is budget-friendly.

"We are a fast growing business, so we need a platform that would not only allow us to expand, but also keep up with the ever growing needs and demands of our sales strategies. Virto Commerce definitely ticks those boxes being easily scalable and extremely flexible. By switching to this solution, we are adopting technologies that will allow us to add new channels easily and customize the product catalog for each of them, while keeping track of the overall sales and assortment." - **Andreas Kardell, CTO at Proffsmagasinet.se.**