

GROOVEPACKER

CASE STUDY

A Scan & Pack system for small to medium scale e-commerce systems



Aviabird Technologies

CLIENT & IDEA BRIEF

Groovepacker Industries is a columbia, South Carolina based firm. It was established in 2012 with an aim to reduce shipping errors which cost the small retail businesses time and money and even customers every month.

Every packer can consistently pack perfect orders with the right system in place. GroovePacker is designed to be the foundation of that system. GroovePacker integrates into your current shipping work-flow, so you can easily add barcode scan and pack verification without changing how you manage orders or print labels. Packing orders with GroovePacker is like using a digital packing slip that shows you an image of each item to be packed and provides audio & visual feedback as it's scanned. GroovePacker catches any potential errors and assures you the contents of every order is correct.

To maintain accuracy your packers now have to double or, in some cases, triple check what is packed. This tedious practice is inefficient and ultimately ineffective at preventing errors. Each time errors are discovered conscientious

packers slow down even more to prevent further errors. Packing verification breaks this cycle and allows your packers to operate at full speed, confidently packing items as GroovePacker verifies each one. **The result is an increase in both packing speed and order accuracy.**



THE CHALLENGE

Groovepacker is a platform which boasts about how easy it is to use. To achieve that we had put in a lot of thinking from the design and user experience perspective. Carefully arranging the modules and settings was a key to this. We worked very closely with many customers to take their feedback and make changes to the system so that we were always keeping the flow simple and making a simple to use system.

Another challenge was regarding the number of orders the customers were uploading, sometimes that grew to as large as 100,000 rows and making the importer snappy fast was a challenge we took. We ended up rewriting our critical service in [Go lang](#) and it did justice to the system by *reducing the import times by 30 times*.

THE SOLUTION

Aviabird Edge: Delivering and maintaining the most scalable scan and pack system for retailers.

When we started with groovepacker we built the MVP in Ruby on Rails and since then Groovepacker mothership has always been a Ruby on Rails app. Over time the needs and requirements grew with the growing client and the kind of imports we were seeing.

We gradually moved to the microservices architecture taking out the parts which made sense and which were resource hungry. Groovepacker uses 7 microservices and out of all only 1 is written in Ruby on Rails, 3 in Elixir/Phoenix, 2 in Golang, 1 in Node.js.

We delivered the front-end in AngularJs using the latest technology, we have started the migration of Angular.Js to Angular(latest version).

We believe in using the right technology for the right job.

CONCLUSION

Aviabird is a proud technology partner of Groovepacker for past 4 years. We have been supporting the development with a clear goal in mind ***“make the most efficient and user friendly system that we can”***.

Groovepacker has reached new heights in this time, currently groovepacker has more than 750 clients.