

Cybage re-engineered and migrated a Magento based E-commerce solution to SAP Hybris

About the Client

An India-based leading gifting service provider that **offers a range of attractive items at great prices**



Offers over 100K products to pick from depending on the person, occasion, and budget

Business Needs



Migrate to Hybris commerce platform to support business growth



Deliver great customer experience with fast and optimized search



Improve overall website performance



Extend support for onboarding white-labeled corporate microsites



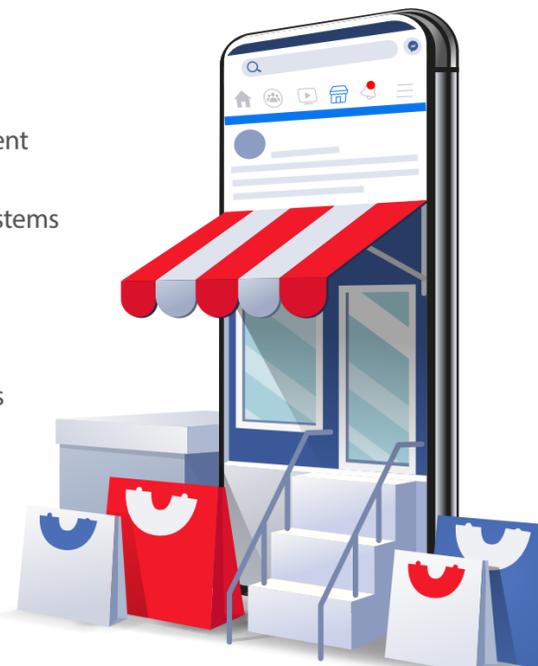
Enable integration with other systems for sharing content and product data with media assets



Facilitate integration with channel partners

Solutions

- **Re-engineered the e-commerce solution** on Hybris platform
- **Added support for personalizing a gift** with size, height, name and many more parameters
- **Defined workflow for product content processing** across different sub-systems
- **Administered seamless integration** with ERP, CRM, and other systems
- Implemented **promotions and campaign management using Mailchimp**
- **Enabled custom processing** of B2B orders
- **Facilitated integration** with **e-wallet system** for wallet payments
- **Enabled, configured, and optimized SOLR search**-based on business requirements
- **Developed a dynamic pricing mechanism** to manage dynamic price adjustments
- **Provided benchmarking and optimization** of performance across the ecosystem



Technology Stack

Languages and Framework



Databases



Business Impact



Enhanced customer experience starting from selecting the right gift for the occasion to delivery



Received numerous positive reviews due to the **enhanced performance and flexibility on the website**



Ensured continuous scalability and **robustness** across the Hybris platform

Cybage Digital Retail Capabilities



Commerce Transformation



E-commerce Sites



Mobile Apps



Back office Solutions



Commerce Integrations



Payment Solutions



Magento & Hybris Solutions

Building customer-first commerce solutions for the retail industry

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