

# 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



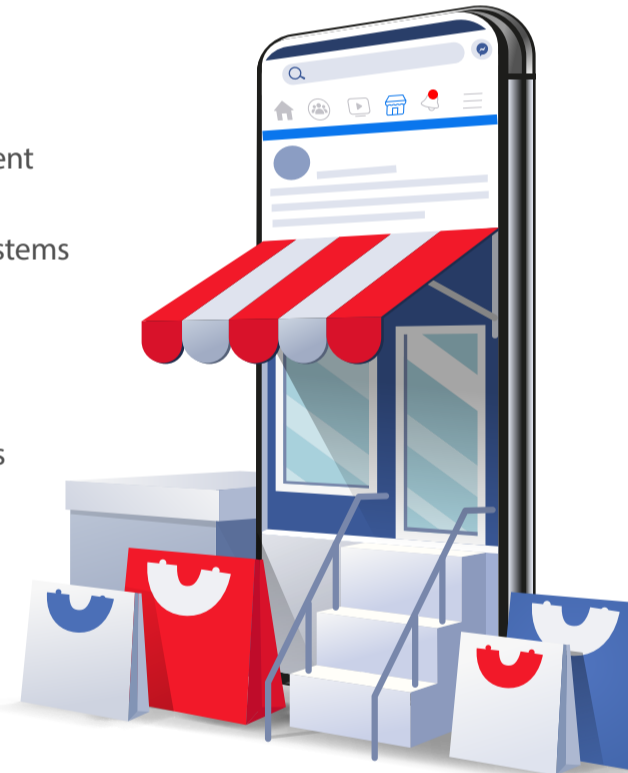
Enable integration with other systems for sharing content and product data with media assets



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



**Building customer-first commerce solutions for the retail industry**

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