

DIGITAL COMMERCE SOFTWARE PLATFORM

Implementing a True Enterprise
Class Omnicommerce Solution

Mastery in
Software
Engineering



FORTECH

Key Facts



Industry: eCommerce



Team Size (multiple ramp-up/
ramp-down): max. 200 People



Duration: 12 Years (Ongoing)



Technologies:

.NET Web, MVC/APIS, Java, WSO2, iOS,
Android, TeamCity, Octopus Deploy,
HAProxy, Jenkins, Rackspace,
Rackspace + Microsoft Azure



Services:

Business Analysis, UX & UI Design,
Software Architecture, Software
Development, QA (Manual &
Automation), DevOps, Project
Management, IT/Systems & DB
Administration, Data Analytics



Omnichannel eCommerce

Highlights

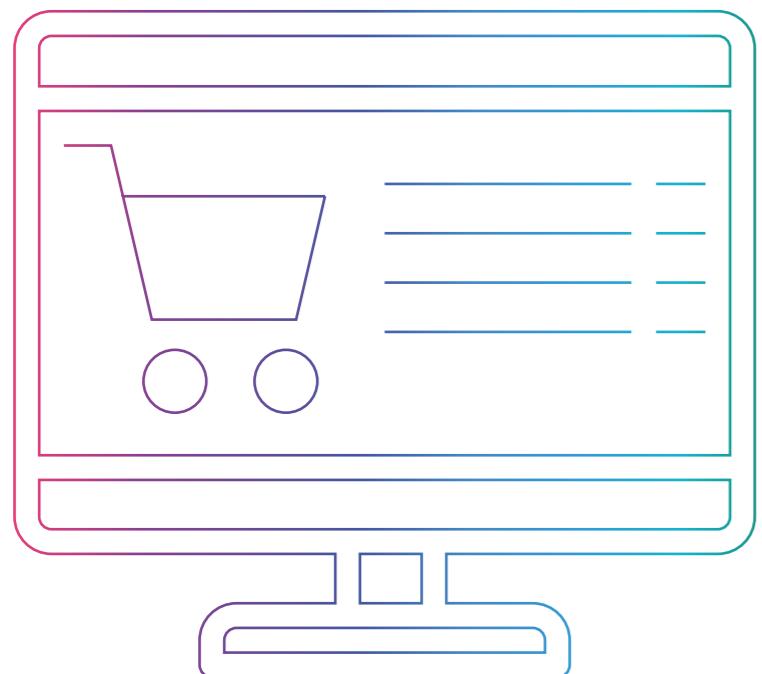
- Proprietary software platform, integrating commerce, marketing and data services for retail and brands.
- It is a leader in the USA for the vertical market it targets, with over 3 million orders processed per year.
- Flexible delivery model with multiple ramp up, ramp down phases.



Solution

The solution is a complete omnichannel software platform which integrates commerce, marketing and data services for retailers and brands. The platform offers retailers the most comprehensive software solution for planning and shopping, together with mobile, social and marketing tools. For brands, it represents an extensive advertising network.

The client is a USA provider of software and services for the grocery retail and consumer packaged goods (CPG) sectors. Its software platform, established over a decade ago, has grown to be an industry leader in digital grocery.



Collaboration

Fortech has been a tech partner in the development of the application almost from the beginning, with dedicated teams that cover the entire software engineering process, as well as operations support.

When approaching Fortech, our client needed a trustworthy, committed and flexible long-term software engineering partner that could build the required capabilities and would have the capacity to scale them up as its digital business grows.

The relationship started with a small prototype that would prove Fortech's technical abilities, as well as validate the cultural match between the two parties: the already existing development team on the client's site and the remote team at Fortech.

During the application lifecycle there was a complex migration phase from servers and database storage on premises into Microsoft Azure cloud. This took more than 1 year and included delivery of new functionalities and decoupling monolith components into microservices.

Client Benefits



TEAM EXTENSION:

Easy ramp-up and scale-up of the team at Fortech as needed. New capabilities accustomed.



COMMUNICATION:

Culture of open communication and facilitated physical interactions for knowledge transfer within the mixed distributed team.



RELIABILITY:

And the long-term commitment of the offshore partner, from both management and engineering teams.





ABOUT FORTECH

Fortech is a top Romanian software development company headquartered in Cluj-Napoca. With a workforce of 800 people, Fortech has been repeatedly recognized by Deloitte, EY, and Forbes for its fast-growing, entrepreneurial journey.

With expertise and a strategic focus across healthcare, financial services, automotive sectors, and more, we cover the end-to-end software lifecycle development to deliver the innovation, scalability, quality and speed our clients need.

Our approach to software engineering combines strong technology and process know-how, Agile delivery methods, and a blend of code quality practices and metrics refined in almost two decades. Since 2003, two hundred clients chose Fortech as their tech partner.

Access our expertise: www.fortech.ro

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