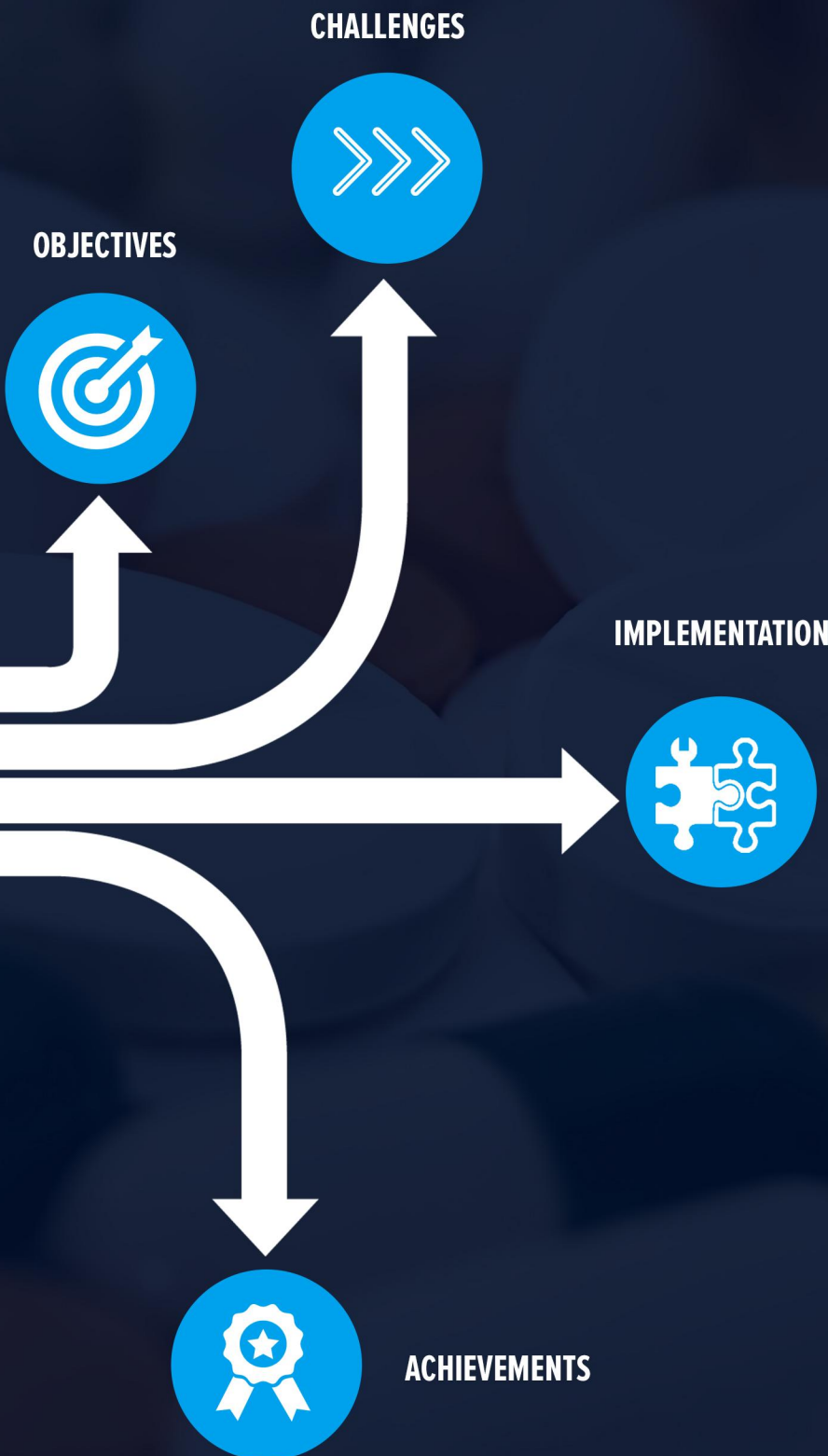


Ecommerce Platform for Over-the-counter medicines



Ecommerce company in USA

Healthcare

Ecommerce Health Care Online Store

OBJECTIVES

Build an Ecommerce website comprising of 1 million products and its images, description, reviews, comments and additional features like checkout, track order, tax calculation based on location, display related products in every page, recently viewed products, chat application integration etc. The application should be accessible just by a login by deploying the application in the cloud like Azure or Amazon Web Services considering low budget. Web content should be easily accessed by anyone and everyone all over the globe. The content response should be less than 10 seconds. It must be integrated smoothly with Braintree payment gateway and third party shipping applications. It should be operational 24/7 without any down-time.

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CHALLENGES

These are the following challenges faced when the OTCDEAL platform was built:

- Ecommerce platform contains 9 categories, 250 subcategories, over 3000 brands and over 1 million products.
- Require to build the application from scratch as the client was venturing into new domain.
- Data should be available with low latency across the globe.
- The website should not be down even for few seconds.
- User interface should be user-friendly and site response should be less than 9 seconds.

IMPLEMENTATION CHALLENGES

These are the following challenges faced during the implementation of Ecommerce application:

- Integrating the Magento platform with third party applications for additional features.
- Restriction in sharing information from the client due to security concerns.
- Data access for the mobile application from the Magento application.
- Deploying Magento application over AWS.
- User friendly UI - from onboard to checkout.
- Converting the whole website to HTTPS protocol and implementing Norton security.

SOFTPATH APPROACH

The Ecommerce application is developed on Magento ecommerce platform. It is a LAMP STACK application which is deployed in the Amazon web services (AWS) to access the entire application just by login. Load balancing along with auto-scaling is added to the application to overcome the high-volume traffic and distribution of load across the instances. Based on auto-scaling rules instances are added and removed automatically. This ensures less than 1% probability for downtime. The application is search engine optimized to ensure best page ranking in Google, Bing and Yahoo search. The pages of the website are designed such that search engine marketing is enabled in Google AdWords, Facebook marketing etc. The application is integrated to UPS, USPS and Shipping Easy applications for shipping to customer location and tracking the order.

ACHIEVEMENTS

- User friendly application displays millions of products in a well segregated manner.
- No on-premise installation required.
- Every page in the website adheres to SEO/SEM guidelines.
- Advanced features like Order tracking and one-step check out enables end – customers to track the order and fast track the check-out process.
- The overall user experience from onboarding till checkout is optimized.