eCOMMERCE PLATFORM FOR DRINKWARE CUSTOMIZATION

CONSULTANCY – REDEVELOPMENT – SUPPORT

ABOUT PROJECT

Our client is among the leaders in using innovative technologies to deliver state of the art drinkware in U.S since last 70 years. They sell their drinkware through eCommerce B2B distribution channels and retail stores. They requirement was to redesign and redevelop their eCommerce platform with features for customization of products.

THE REQUIREMENT

- Platform to easily customize designs of tumblers
- Re-development of Customizer – Flash to CSS3 HTML5
- 3-D Modeling for 360 Rotation View
- Enhancement of eCommerce based Catalogue/ Inventory Mgmt
- Customized eCommerce Analytics & Packaging List

> " The new customizer offered better customer experiences. The mobile compatible solution for iOS & Android brought more customers "

Industry
eCommerce

Technology
Microsoft.NET | **Demandware**

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THE CHALLENGES

- Communication amongst sub-systems in an optimized manner
- Design modules should be compatible across multiple devices
- Page loading time should not be more than 2 seconds
- SaaS based UI Architecture

THE SOLUTION

- HTML 5 & SaaS based architecture for system compatible across devices
- Cloud solution for convenience of data & improved performance
- Modular development for seamless integration

Canvas for Convenient Drag & Drop Design

From the Scratch or using the Readymade Templates

3D Rotation Visualization of Custom Design in Real Time

Print Ready & Pixel Perfect Output

Fully Automated Process without Manual Handling

Responsive & Works Seamlessly on Various Platforms

THE BENEFITS

Integration of Complex Architecture

Dynamic 3D Customizer

Advanced Backend on Cloud

Integration Marketing Automation

HELIOS SOLUTIONS

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