MEXICO'S B2B E-COMMERCE

We revolutionized Mexico's leading B2C e-commerce giant with headless architecture, advanced technology, and third-party integrations for a minimum site downtime and superior online shopping experience.

Industry	**Solution**	**Location**
E-Commerce	Headless Approach	Mexico

CLIENT OVERVIEW

The client is Mexico's top B2C e-commerce company, operating 7 multi-sites, known for its diverse product selection, including clothing, cosmetics, and home goods. The company was founded in the early 20th century, with 100+ stores nationwide. Offers hardline and softline products in 100+ categories.

BUSINESS CHALLENGES

Scale Complexity
Managing a system with 100+ servers and 10+ testing environments.

Hybrid Cloud Strategy
Integrating on-premise ATG code with cloud-hosted microservices introduces complexities.

Integration Complexity
Managing and optimizing various third-party integrations for product search, payment processing, and email communication.

Third-Party Service Dependencies
Addressing potential disruptions and ensuring potential reliability with dependencies on external services.

BUSINESS SOLUTIONS

Multisite Architecture
Managed 7 multi-sites for a diverse product selection.

Exposed Backend ATG Services as APIs
Enabled seamless integration with ReactJS UI.

Implemented Headless Approach
Separated backend APIs from ReactJS UI to minimize site downtime.

Customized ATG
ATG with OOTB services for personalization, order, inventory management.

HIGHLIGHTS

- The implementation of a headless approach separates backend APIs from ReactJS UI, minimizing site downtime during separate deployments.
- The hybrid cloud strategy combines on-premise ATG code with cloud-hosted microservices, showcasing a modern and flexible architecture.
- Integration with microservices developed using SpringBoot, connected to a Google Cloud Platform, demonstrates a modern and scalable approach for managing order and product warranty details.
- Integrations like GroupBy for improved search, Bridgecore for secure payments, and Pixlee TurnToo for reviews enhance user satisfaction and contribute to a smooth shopping experience.