

USA'S FITNESS & NUTRITION SUPPLIER

Discover how we helped a leading US fitness and nutrition supplier achieve over \$200 million in annual revenue through a seamless e-commerce platform.



Industry

Health & Wellness



Solution

Globalized Localization



Location

USA

CLIENT OVERVIEW

The client is a prominent provider of fitness, nutrition, and support services in the United States, offering a holistic solution for individuals seeking a comprehensive transformation in both their physical and mental well-being.

BUSINESS CHALLENGES



Scalability & Performance

Ensuring the e-commerce platform can handle growing user numbers and transactions without compromising performance.



Cross-Platform Integration

Ensuring seamless integration across diverse platforms, devices, and global regions for a consistent user experience.



Continuous Integration & Deployment

Implementing a robust CI/CD pipeline to streamline the development process, ensuring quick and reliable updates without disrupting the live environment.



Inventory & Supply Chain Management

Managing real-time inventory updates, order fulfillment, and supply chain logistics.

BUSINESS SOLUTIONS



Integrated CyberSource Payment Gateway

Integrated CyberSource for secure, streamlined online payments in client's e-commerce.



Integrated AWS

Integrated AWS for accurate address validation, and seamless user-coach data synchronization.



Integrated Akamai SSO

Integrated Akamai Single Sign-On (SSO) for seamless, efficient login with single credentials.



Integrated Taxware

Taxware integration streamlined e-commerce tax calculation and compliance processes.

HIGHLIGHTS

- A Service-Oriented Architecture (SOA) based integration was implemented for sending orders to the fulfiller's EBS (Enterprise Business System).
- PDM (Product Data Management) and PIM (Product Information Management) systems were integrated to receive real-time product and pricing feeds.
- Taxware was integrated to streamline the tax calculation and compliance process, ensuring that the e-commerce platform adhered to the tax regulations.
- Akamai Single Sign-On (SSO) was integrated to provide users with a seamless login experience, reducing friction during the login process.