

USA'S HIGH-END MANUFACTURER

We transformed a US manufacturer's legacy setup into a MACH-based e-commerce platform, easily handling 10 million+ SKUs. Learn how we streamlined and improved customer experience on large catalogs.



Industry

Home-Furnishings Products
Manufacturer



Solution

MACH-Based Architecture



Location

USA

CLIENT OVERVIEW

The client is a high-end manufacturer of American home furnishings products with a diverse range of brands spread across the USA and different geographical regions. The company aimed to create a new adaptable platform to unify its various brands and transition from a legacy system to a MACH-based architecture.

BUSINESS CHALLENGES



Catalog Data Scalability

Managing a catalog with over 10 million SKUs surpassed the capacity of existing cloud products, demanding a scalable solution.



Transition to MACH Architecture

The transition from legacy systems to MACH-based architecture required careful planning to ensure smooth data migration.



Personalized Product Pricing

Creating a pricing mechanism for personalized product variations was challenging.



Integration with Internal & External Systems

Achieving seamless integration with internal and external systems ensures a connected and efficient digital commerce platform.

BUSINESS SOLUTIONS



MACH-Based Architecture

Transitioned the client's legacy systems to a MACH-based architecture, ensuring scalability, flexibility, and adaptability.



In-House PLM System

Developed an in-house product lifecycle management (PLM) system to efficiently manage the extensive product catalog.



Pricing Service for Product Variations

Implemented a pricing service to manage pricing complexities associated with product variations, enhancing personalization.



API-First & Cloud Service Integration

The platform was built on an API-first approach, ensuring seamless integration with cloud services.

HIGHLIGHTS

- Transitioned from legacy systems to a MACH-based architecture, enhancing flexibility and scalability through MACH components.
- Developed a custom PLM system to handle a massive catalog of 10 million SKUs, overcoming limitations of existing cloud products.
- Introduced a user-friendly platform with cross-device accessibility, ensuring a seamless customer journey from search to checkout.
- Implemented a well-documented CMS for efficient management and publishing of runtime content, maintaining an up-to-date and engaging online presence.