USA'S PLUMBING MANUFACTURER

Discover how we transformed an 1873-established US plumbing giant's legacy system into a MACH-based architecture, uniting global brands for seamless digital commerce with integrated data streams.

Alt Digital

Industry
Plumbing Products Manufacturer

Solution
API-First Strategy & Headless Commerce

Location
USA

CLIENT OVERVIEW

The client is a leading plumbing products manufacturer based in the United States. The company started on a strategic initiative to create a flexible and expandable platform that could unify its diverse brands across the US and global regions. The primary objective was to transition from a legacy system to a MACH-based architecture.

BUSINESS CHALLENGES

Data Migration & Integration
Efficiently migrating data from the legacy systems to the new MACH-based architecture, so that product and order data streams can be integrated.

API-First Strategy & Integration
Implementing an API-first strategy across all interfaces to enable seamless integration with both internal and external systems.

Fusion of Frontend & Cloud CMS
Integrating frontend and cloud content management systems to create a cohesive and comprehensive customer experience.

Global Scalability & Versatility
Designing and implementing a platform that is scalable globally, accommodating diverse brands and products, and capable of adopting new business rules.

BUSINESS SOLUTIONS

Data Migration Efficiency
Enhanced data migration processes to ensure a smooth transition from the legacy system to the new MACH-based architecture.

Advanced Merchandizing & Personalization
Implemented cutting-edge merchandising and personalization systems, providing powerful tools to tailor customer experience.

Microservices Modularization
Successfully modularized the architecture into microservices, enabling independent development, deployment, and scaling of specific functionalities.

API-First Integration
Successfully implemented an API-first strategy across interfaces, ensuring seamless integration with upstream and downstream systems.

HIGHLIGHTS

- Archived global scalability by onboarding diverse brands, accommodating various regions and seamlessly adapting to new business rules.
- Adopting an event-based architecture enhanced scalability, using events as triggers for system actions, enabling the system to handle concurrent processes efficiently.
- Introduced new digital offerings and personalized experiences tailored to diverse omnichannel shopping preferences, enhancing overall customer experience.
- Integrated frontend and cloud content management systems, creating a cohesive customer experience for businesses and facilitating efficient content management globally.