

# Magento based eCommerce site for an Interior Design Company

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## Executive Summary

Mindfire Solutions collaborated with a reputed interior design company that has been catering to the needs of the residential and hospitality community by offering them premium fabrics, classy and luxurious furnishings and superior design services that have made their mark over the last 7 decades.

Our client, a renowned name in the word of Interior design decided to harness the functionality of Magento and add the eCommerce software to facilitate online purchases. They already had a system that had an AS400 API in place which logged all product information as well as customer and designer credentials. They wanted to integrate it with a Magento based eCommerce site which is considered to be one of the most robust platforms in the industry.



Our client added a new customized theme for the application. We can have as many products on this e-commerce site as the server can handle (which usually is a lot), manage inventory, print shipping labels with ease, manage an email newsletter and acquire the subscriptions right from the site, not to mention the complete flexibility from a development standpoint. Most of the data for the product and other areas of the application are extracted from the AS400 system using curl. This data pertains to the users and designers from USA and Canada.

Mindfire Solutions successfully implemented and launched in the first quarter of this year and is currently working on the maintenance aspects as and when required for the project.

## About the Client:

**Client:** Entrepreneur

**Location:** Colorado, United States

**Industry:** Interior Design and Furnishings

## Technologies:

PHP, Enterprise Magento, MySQL, Google Analytics APIs, Redis Cache, SOLR search, Store Locator plugin, Little payment method, AS400 API based system, Magento Extensions(ULTIMO theme, INFORTIS extension, AMASTY extension, Magestore extension, AheadWork extension, Bubble extension, etc..).

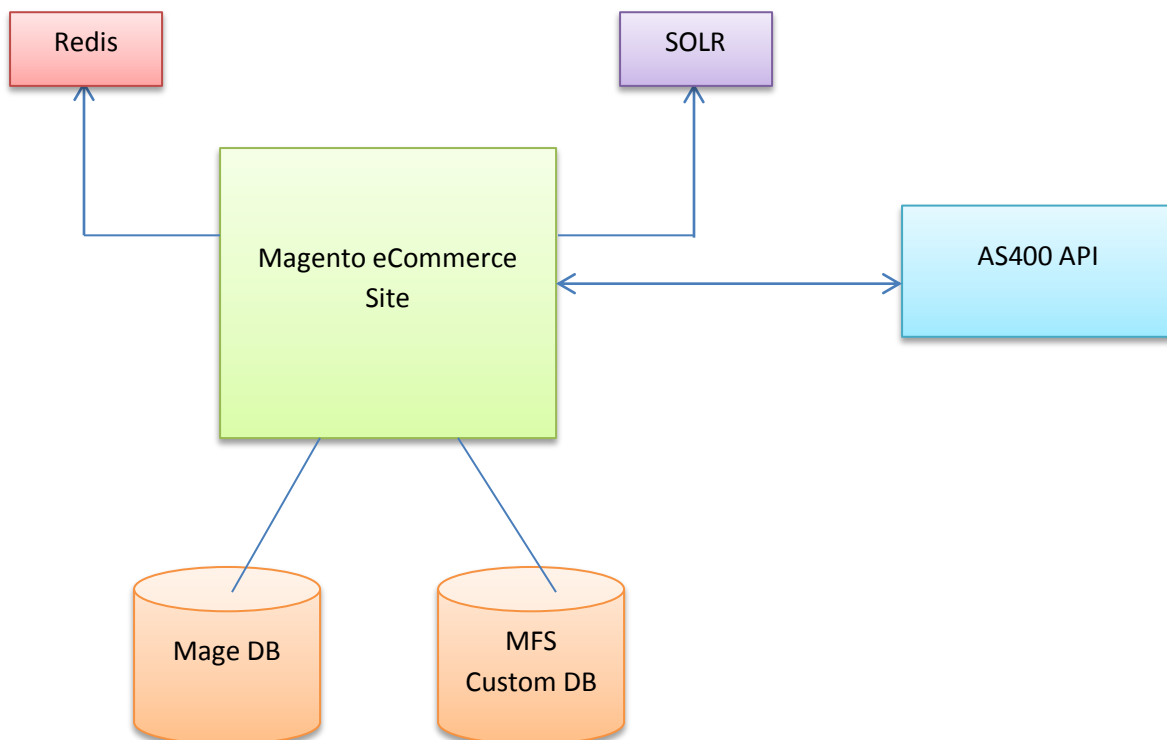
## Business Situation:

The profound impact of technology is evident in the world of Interior Design as well. It has drastically remodeled the way people were approaching designing their homes and businesses. The increasing presence of e-commerce catering to this industry in particular has made better-looking products accessible to customers at a wide array of price-points.

Our client made a move to embrace eCommerce for their distribution network of valuable customers and talented designers. Not only would it give the customers a sneak peak at what our client had to offer, but they can also have a preferred wish-list of the products they would want to buy at a later date. It was also beneficial for the designer community who could showcase their talents by creating their own portfolios by making use of the various furnishings and products that our client provides.

## The Mindfire Solution:

As per our client's need, Magento which is one of the best and most robust platforms in the industry was selected for the eCommerce application. Our client added a new customized theme for the application. Using Magento ensured that we could have as many products on this e-commerce site as the server can handle (which is usually a lot), manage inventory, print shipping labels with ease, manage an email newsletter and acquire the subscriptions right from the site, notwithstanding the complete flexibility from a development standpoint. Most of the data for the product and other areas of the application came in from the originally used AS400 API system using curl.



We have used SOLR search for searching the product faster by doing indexing of the required data. We have used Redis search as well which will store the data in key-value cached data. We also did responsive design for most of the CMS and front-end pages of the application.

### **Users:**

There are **three types of users** who can register in this application:

**Admin:** They can handle all the sensitive data. The application can be handled by Admin as well.

**Designer:** They can register and get extra benefit than consumers (can get to know more info about the product, can view more pages than a normal user)

**Consumer:** They can register and buy the products, i.e. if they want to.

### **Sections of the Application:**

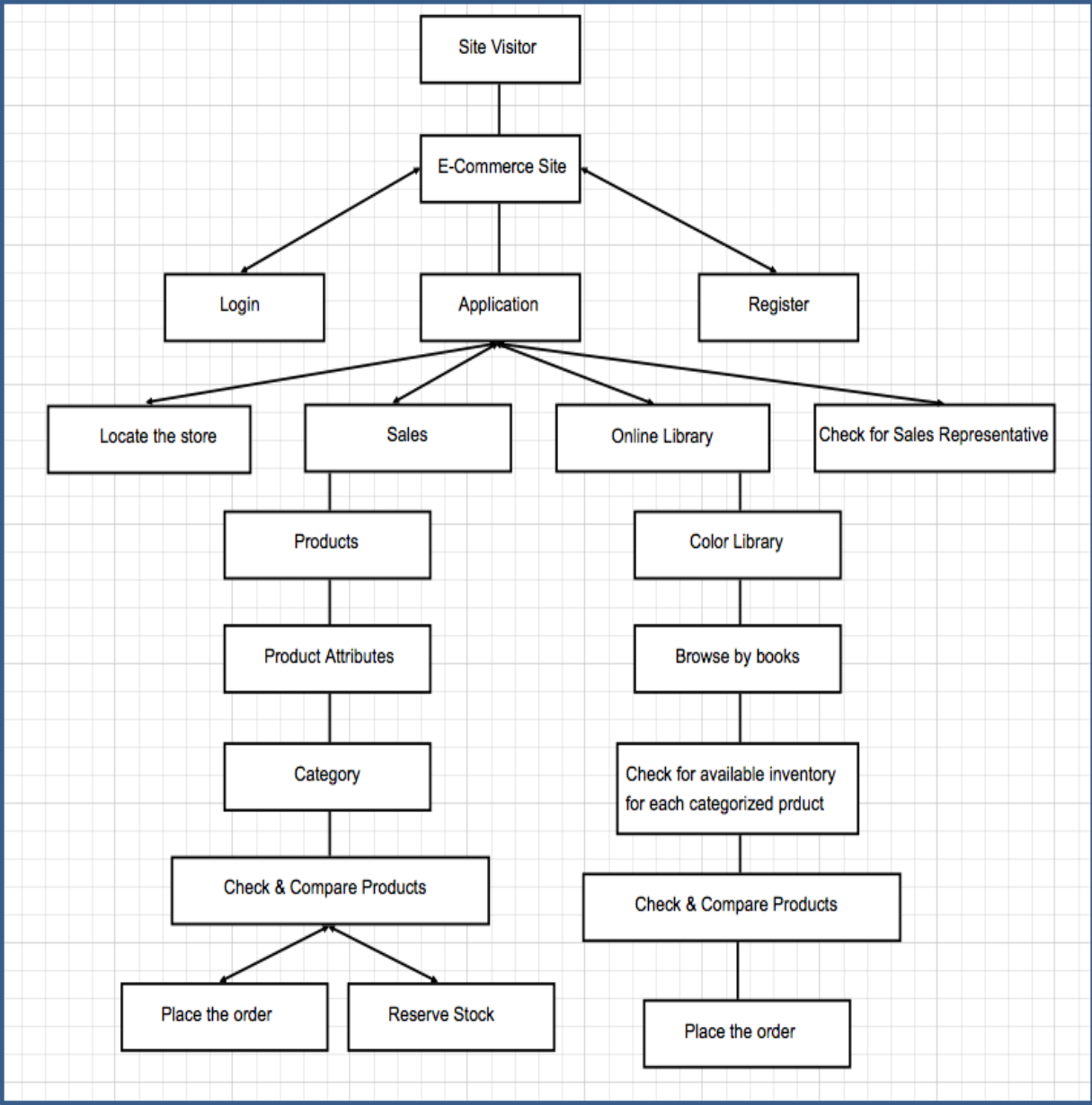
The application has **2 main sections**:

**Admin Section:** In this section of the app, admin can add/edit/delete/view all the stuffs. Admin can check all the sales/order details, can import the catalog product in one go, can view how many customers are registered in the app, can set newsletter templates; can do any sensitive settings for the app.

**End User Section:** In this section of the app, user would be able to register into application. User can edit the profile or add/edit billing & shipping address. User can view the product, can add those products into his/her favorite and can buy the products in very simple steps. All these processes will go through API system (i.e. AS400 system). All the data will be validated using AS400 system and will be available after that only. In this section of the app, user can view the sales representative details and can locate the nearby stores too.

In this way Mindfire Solutions was able to leverage the existing functionalities of Magento Database and extend it to interact with the AS400 API. At the same time any transaction as it happens at the Magento storefront is logged and validated with the AS400 API. The API developed by Mindfire Solutions helped to integrate the backend of both the Magento Application as well as the AS400 API

**Architecture Diagram:**



The above architecture diagram represents the process of integrating the the AS400 API with the Mindfire built Magento eCommerce application.

## Future Relationship:

Mindfire Solutions successfully delivered the application well within the scheduled time frame. We have successfully implemented and delivered the Magento based eCommerce store that is compatible with the records saved in the older AS400 API system. While we have successfully implemented and launched the website in the first half of the year 2015, we continue to provide software services with regards to maintenance and fixes.

It was a learning experience for Mindfire Solutions to work on an app that helps in addressing a new demand and exploring a business opportunity in a yet untapped market of interior design. We ensured that the client and the development team were on the same page by frequent collaboration and regularly making use of project reporting tools. Agile methodologies were used to discuss, improve and implement a solution for the final delivery of the application.

## Developer Speak:

Pravasini, the lead developer in this project has had a great experience working on it. Here's what she has to say:

*"It was my first experience working in a Magento E-Commerce application. We used Enterprise edition for this project and this gave me exposure to a number of different complex inbuilt Magento plugins/functionality. This also gave me a vision of how an E-Commerce domain works and the project has its own challenges which required a lot of analysis and research. Overall, it was a great experience working in this application."*



Founded in 1999, Mindfire Solutions is an award-winning provider of software development and testing services to the global market with 650+ talented software engineers at 3 centers in India. For its people and its work, Mindfire has won coveted international awards such as Deloitte Technology Fast50 India Award 2013 and 2014, Dun & Bradstreet Fastest Growing SME 2013 Award, Red Herring Top 100 Asia Award and Zinnov GSPR 2014. Mindfire has been recognized with ISO 9001:2008 and ISO 27001:2005 certification, is a continuous member of NASSCOM, and has established a strong track record of 2000+ projects successfully delivered for 500+ technology clients.

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**Need help for an ecommerce store using Magento?**

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