



# Parfuemerie.de

This is an association of German Perfumery Companies, uniting over 300 partners. Parfuemerie.de owns a warehouse of end-products, which are distributed all over the country through a robust logistics and distribution system. The company uses its online store [parfuemerie.de](https://www.parfuemerie.de/) for sales.

Learn more: <https://www.parfuemerie.de/>



## Background

Before IntexSoft, the e-commerce system for Parfuemerie.de was serviced by a partner who responded slowly to requests to implement necessary edits to the project. Changes that needed to be applied urgently to the online store were implemented very slow. The economic effect was insubstantial and incommensurable with the added value. The situation was aggravated by the fact that the corporate server powering the project was installed in the contractor's data center.

The company searched for a new IT-partner that could solve these problems and prevent emergence of new ones. Among the numerous proposals received from other software development companies, IntexSoft turned out to be the most competitive one. The main factors that gave IntexSoft advantage included its expertise and know-how in the deployment and integration of major e-commerce projects, fair pricing policy and customer-oriented approach, where the contractor company does not make the customer dependent on its services.



## Challenge

In recent years, the e-commerce system of Parfuemerie.de had become outdated and needed a complete upgrade. IntexSoft team was given the following tasks by the customer:

- Providing support for adaptive design;
- Implementing modern and convenient payment methods;
- Setting up flexible tools to attract more buyers;
- Optimizing workflows, such as user registration, ordering, etc.;
- Ensuring integration of the security service with internal order processing ERP-systems;
- Finding a flexible solution for migration of Parfuemerie.de to a new e-commerce system.

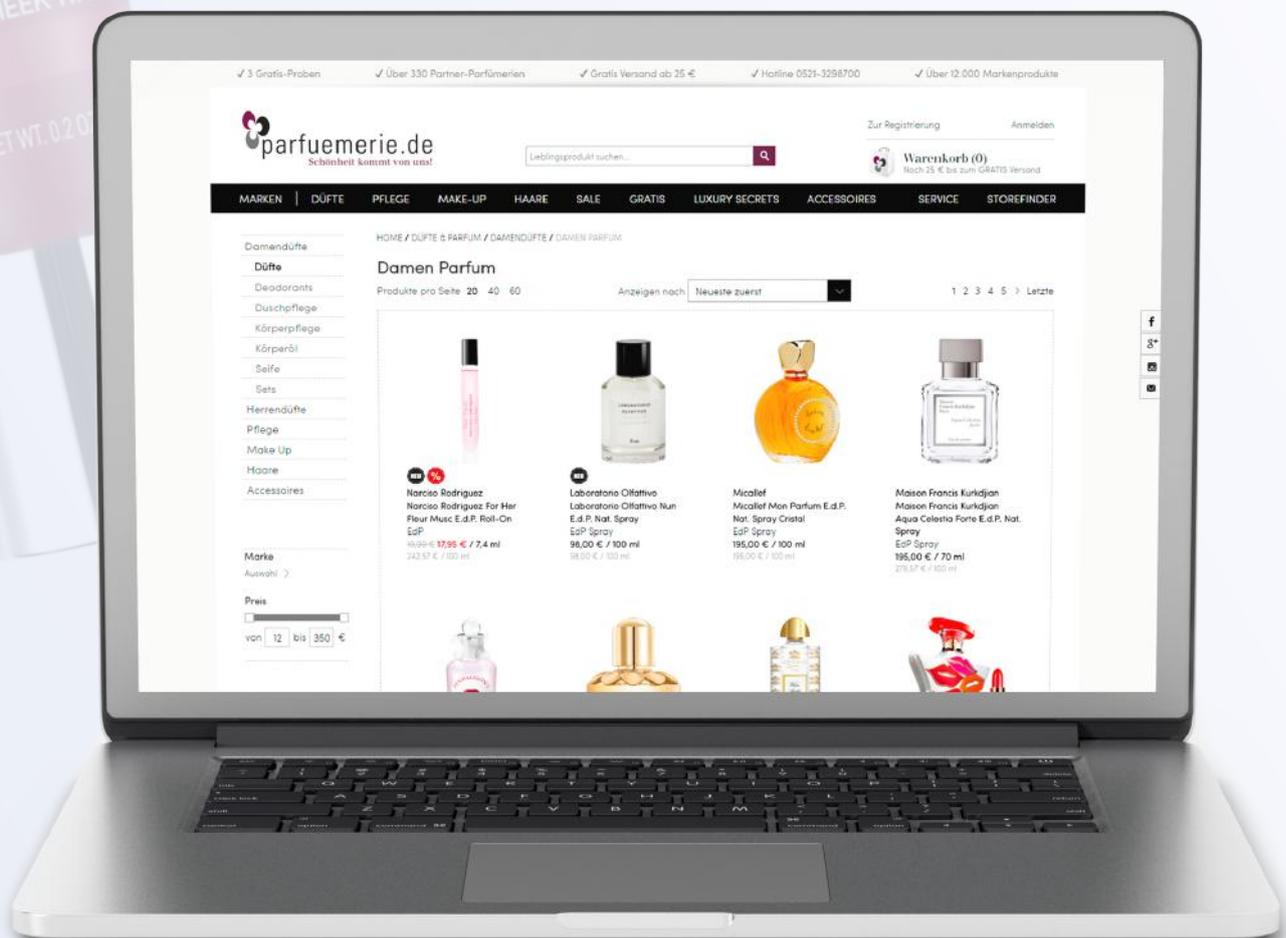


## Solution

IntexSoft handled the above tasks efficiently, because we had already implemented other large and medium-sized e-commerce projects before. At the same time, our team understood the complexity of e-commerce system, which depends on third-party integrated systems. Therefore, IntexSoft thoroughly analysed the business logic of the integration with third-party systems..

On customer's demand, the e-commerce system was expected to provide high automation. That was why we came up with a solution - a self-healing data exchange.

At the first stage of the Parfuemerie.de project development, the customer offered to choose a new e-commerce system from basic solutions - Shopware, Oxid and Magento 2. Intexsoft recommended Magento 2 as the most suitable system: it has a large community, a huge plug-in selection and it does not bind a software product to the vendor. IntexSoft developers chose a cloud solution with Docker containers as the architecture system.



This enabled Parfumerie.de to be independent of contractors. This solution helped to run the container with the application at any time and in any data center and without complex manipulations.

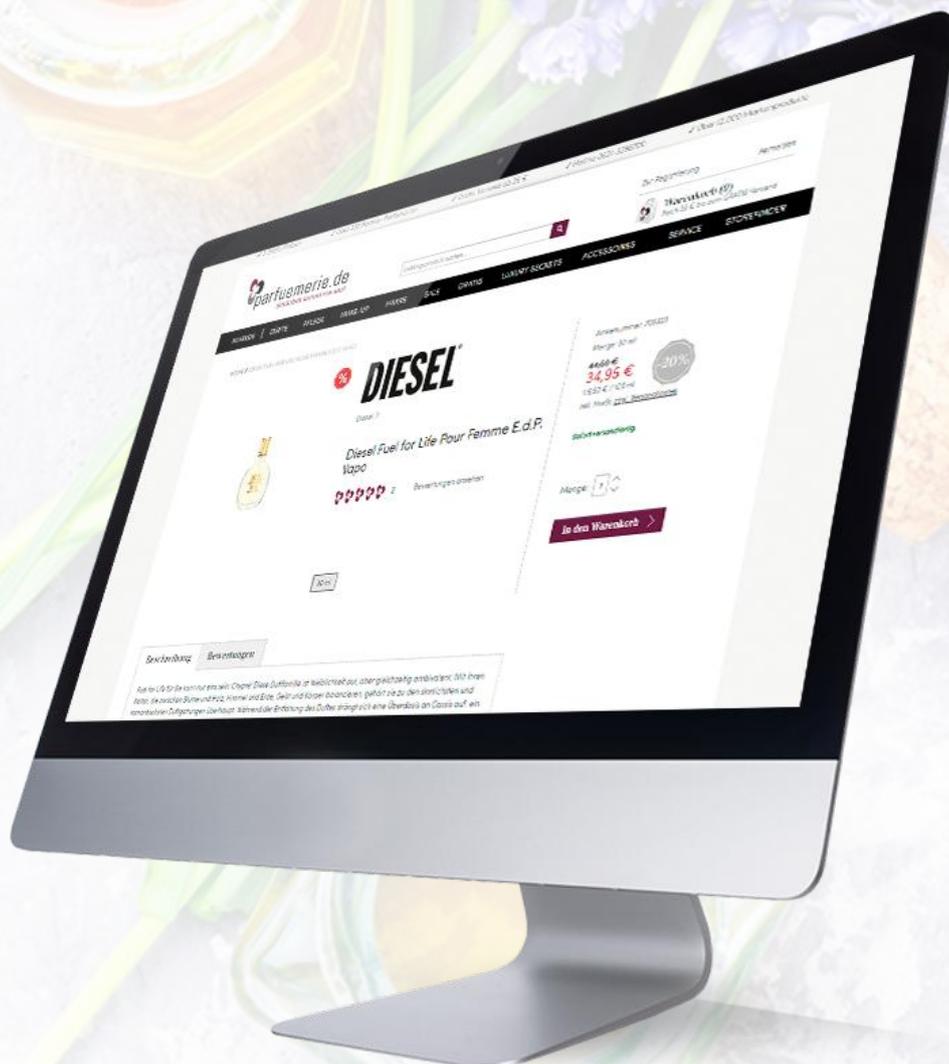
IntexSoft offered to equip the system with other necessary technical functions, such as:

- Leveling and loading the balancing in computer networks at the DNS level,
- Using data caching,
- Performing automation based on distributed sessions,
- Performing detailed monitoring.



## Transparency

IntexSoft team constantly held negotiations with the customer's CTO and his assistant. Each month, IntexSoft representatives visited the customer's office, where they demonstrated the results of work performed. At the final stage of the development process, our team negotiated the edits and comments with the customer on a daily basis.



This was done to prepare for the final release and to conduct tests that would enable end-users approve the system. To ensure maximum transparency during the project, IntexSoft gave the customer access to the corporate project management system Redmine. This action helped to minimize business correspondence exchange and allowed for faster resolving of urgent issues.



## Team Composition

For this project, IntexSoft dedicated team of specialists developed the front-end and the back-end. The work was performed by:

- Business analyst
- Project manager
- 3 front-end developers
- 3 back-end developers
- 2 QA specialists



## Technologies

- PHP 7
- MySQL 5.6
- Magento 2.1.6
- Redis
- Docker
- Nginx
- Linux
- Round Robin DNS
- Google datafeed
- Affili.net datafeed
- Schema.org
- **Integration tools:**
  - Payment providers - Klarna Smooth Payments, Bitcoins, Paypal
  - Search engine - FactFinder
  - Customer rating engine - eKomi
  - Recommendation System - Aklamio
  - Newsletter system - Emarsys
  - Shipping System - DHL
  - Google Maps
  - Voucher Management system - 3PGutscheinsystem
  - Company internal ERP System - Neo
  - Company internal Order Management System - pixi



# Result

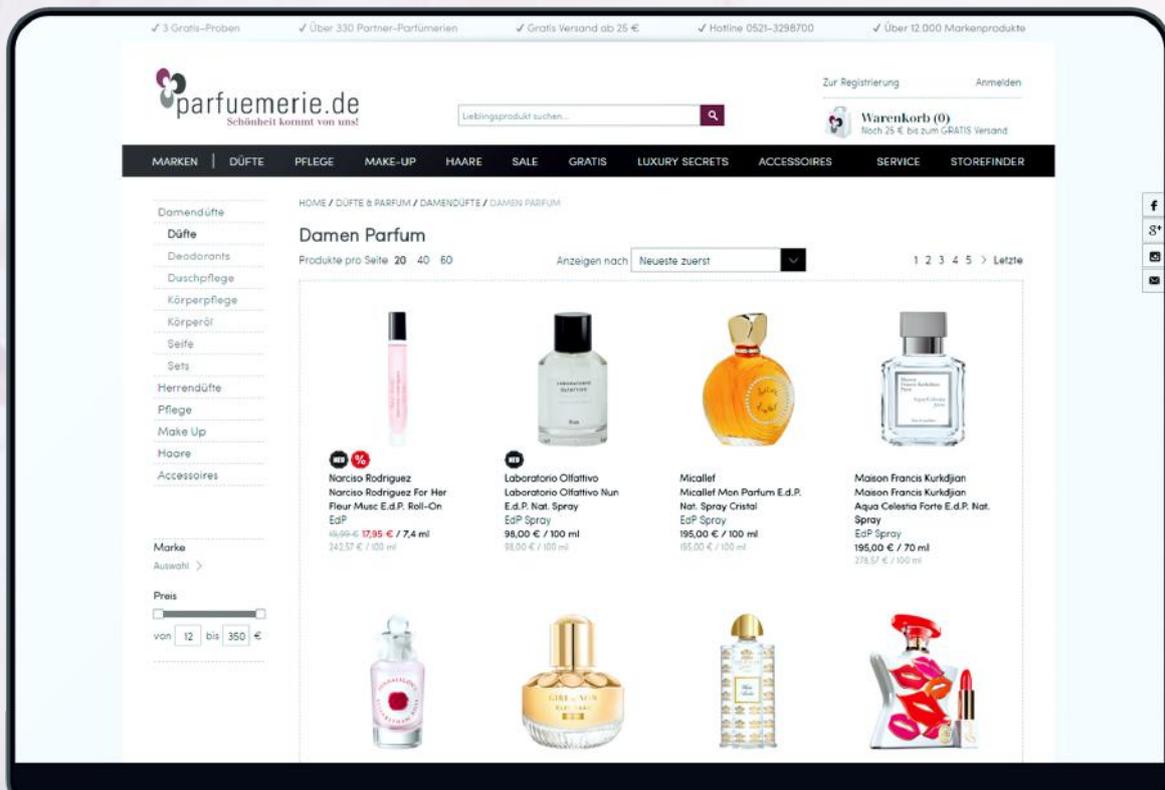
Our team was able to implement the features of Parfuemerie.de business logic and remove limitations in third-party modules.



# Key Features

- A new e-commerce system;
- Responsive web design;
- Adaptive platform that does not require changes to the basic system;
- Complex integration with the internal ERP system;
- Integration of installed plugins;
- New plug-ins can be connected quickly.

IntexSoft team is continuing to develop additional functionality for the platform.





## Feedback

Before cooperating with IntexSoft, Parfumerie.de have had some negative experience with another outsourcing IT-company. That was why at the very beginning of cooperation, the customer harboured some doubts about such cooperation. But it soon became clear that the developers are seasoned experts, who are completely immersed in the workflow and who respond to requests very quickly. The customer really appreciated the teamwork transparency, especially in cases where the Intexsoft developers did not hide their own bugs, but quickly identified and eliminated them.

