INTEXSOFT
The intelligent software

Koawach

Koawach is a startup company-manufacturer from Berlin. The customer produces innovative hot drinks made of cacao mixed with guarana, which have a caffeine-like effect.

For more info about the customer visit https://koawach.de/

Challenge

Before cooperating with IntexSoft, the client did not have a website for selling the product. That is why Koawach recruited IntexSoft specialists to create an adaptive e-commerce platform.

A month before the release of the website, the customer was invited to the famous German television show Die Höhle Der Löwen. It was expected that during the show, the number of orders will increase in tens of thousands of times. So the customer needed a platform, which can hold a sharp visitor boost.

After the ordering process is finished, each buyer had to get a confirmation letter. With so many orders in a very short period of time, there was a threat of emails spam blocking and the customer's system could get blacklisted.
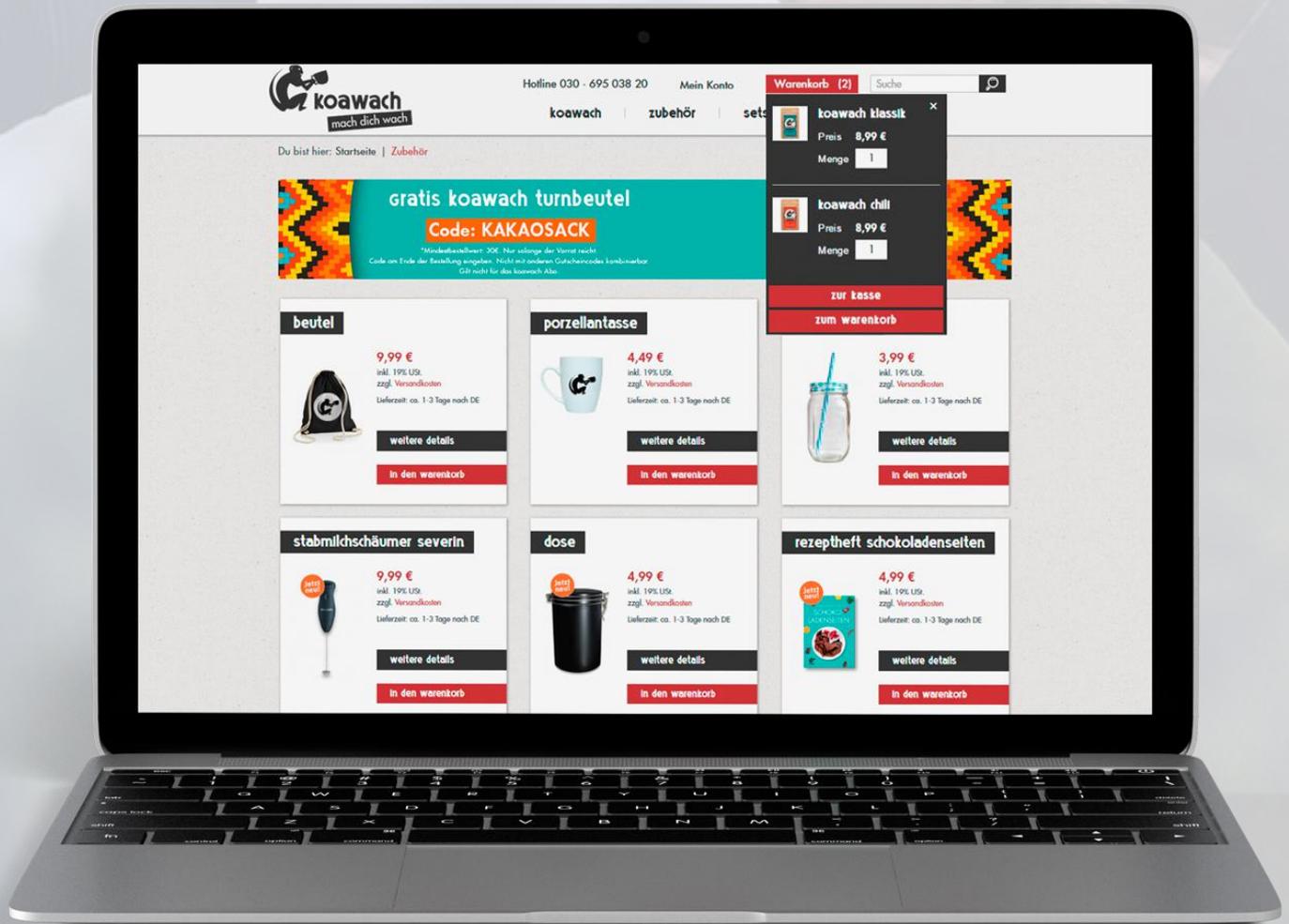
Solution

IntexSoft specialists worked on payment systems integration, delivery systems, marketing, promotion, logistical support, and also created a unique custom backend part for the platform. The innovative system architecture of the website was specially developed and integrated into this project. For the end-users convenience, an adaptive version of the platform was developed as well, this allowed easy access to the website via mobile devices.

In order to avoid blocking and blacklisting, in case of mass email distribution, the IntexSoft team, having tested various public servers, finally chose Gmail SMTP Server, where it was possible to set daily limits for letters auto sending. Control over the number and frequency of sending was carried out by the lining management system.

Technologies

Frontend
- CSS/CSS3
- HTML/HTML5
- jQuery UI
- Sass/LESS

Backend
- PHP 5

Database
- MySQL

eCommerce Platform
- Magento

Framework
- AJAX

Approaches
- Load Balancing
- State Replication

Other
- Gmail SMTP Server
- Batch

Security

The project involved third-party payment systems, protected by standard security protocols. Two-level security provided a secure protocol (HTTPS) between the browser and the server, and a secure protocol between the server and payment systems. At the data center, all servers are closed in the internal network, which is not accessible from the outside through the firewall (DMZ).

Only the end user's requests pass through the first firewall. Access to the database, thanks to the second protection level, can only be done via one particular device by the certain protocol.

Team Composition

A dedicated team of specialists was formed to work on the project.
That team included:

- Project manager.
- Business analyst.
- Frontend developer.
- 4 Full stack developers.
- 2 QA engineers.

Methodology

Since the customer allocated a certain budget and set strict deadlines, work on the project was carried out according to the classical model of the Waterfall methodology. Although when delivering results to the customer, the team followed the iterative approach.

Transparency

The IntexSoft team provided the customer with access to the project management system. Koawach was also provided with a testing system, where they checked the platform operation. Communication was carried out between project managers by IntexSoft and by the customer. They organized daily calls, where all the current issues on the project were discussed.

Result

- Ability to handle 1,000,000 visits and 100,000 transactions per second.
- Support of various payment methods.
- Responsive design.
- Significant increase in sales.
- Sharp boost in profits.
- Growth of recognition level.
- Ability to make mass email distributions, without the risk of getting blacklisted.

Key Features

- Run your personal account (after registration).
- See the orders information.
- Leave your feedbacks on the products in comment sections.
- Enjoy customer journey through the additional informative content about products and recipes.
- Search for Koawach retail shops.
- See the detailed product catalogues.
- Add products to cart and pay via 4 types of payment (Vorkasse, Bankverbindung, PayPal, Sofort).

To see the complete story, watch the video or see the photos.