Fast White Cat

CASE STUDY

Marketplace in Magento, so how we broadened our Client's business.

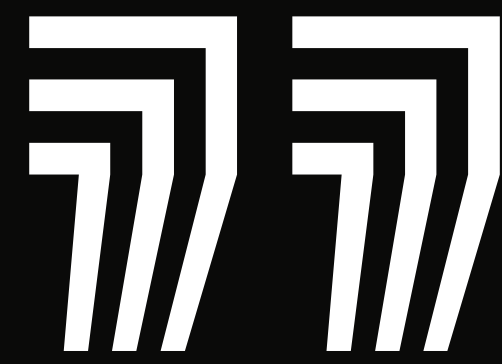## Effectively and meeting the deadline!

Challenge?

Our Client, on a daily basis dealing with telecommunications, came to us wanting to create a marketplace. The project proved to be the largest implementation in the Fast White Cat portfolio.

Accepted

Challenge? This as a totally new business venture for the Client. Our telecommunications sector consumer set new business objectives and wanted to diversify.

Initial objective? Marketplace for the Slovenian market.

Prosperity? Planned – for South-Eastern Europe.

Did we meet the deadline? YES. Being FAST is an obligation

How we went about this task and WHY SO?

To create the marketplace, we wanted to use what we know best - Magento.
In this case we used Magento Commerce

The greatest challenge in this project was an efficient combination of Magento with Mirakl. This task involved the need to understand the performance and structure of data in the Mirakl system and its influence on Magento 2.

We worked in a nine-person team, which included: Project Manager, Tech Lead, seven developers working full time.

Andrzej Muzaj, Project Manager

Project was a significant technological challenge for Fast White Cat but the large number of dedicated solutions which we implemented enabled us to broaden our portfolio – beginning with widening the client panel, through to the initial Mirakl integration. The FWC team allowed the Client to enter the market with a new marketplace. We are glad to be able to continue helping the Client in achieving further successes!

Magento, so it will work.

In the project creation process we used a Magento2 plugin from Mirakl. This solution allowed us to expedite the work as the plugin provided the majority of mechanisms required to expand Magento with the marketplace functionalities.

When creating the project, we used well-established and effective tools, such as:

- Scaled projects run on Docker technology
- Bitbucket/gitlab version management
- CI/DI Jenkins and Ansible
- Dedicated PhpStorm software together with code quality control

We added and created many Magento expanding plugins to the project, including:

1. Smile ElasticSuite optimizing the performance of the product catalogue and the filtration together with the search engine

2. Mageworx Seo Ultimate, a tool streamlining the optimization of SEO in the project

3. SSO module connecting the login mechanism in Magento with the Client's SSO

4. MangoPay payment module

5. GDPR and user data anonymization modules

Additionally, we corrected many external plugin errors and Magento version errors.

Project Tech Leader

This project was one of the largest projects I have had the pleasure of leading. This project was ambition, with many dependent systems, such as Mirakl, SSO, or MangoPay. With the hard work of all those involved, we managed to effectively carry out all the tasks and functionalities requested by the Client, even though many of them significantly deviated from the normal Magento functionalities and required a lot of work. The project itself is very interesting as it illustrates how standard Magento functionalities, such as product sales, can be expanded by Marketplace mechanisms, where there is one product but with many offers for this product.

How does it work?

The marketplace, which we opened for Slovenia, acquired 35 thousand offers, available in 50categories.

Marketplace offers the possibility of comparing offers for the same product from multiple vendors, which is a great advantage for customers.

Service and navigation around the marketplace are a piece of cake! Every user of our telecommunications sector consumer logs in using their login on the website, without the need to create an additional account. Marketplace search engine has a touch of artificial intelligence – it simply knows the customer, and because we implemented it, the purchase of a product and payment take place via one platform. All at the checkout.

The effect?

Creation of the largest marketplace on Magento.

Marketplace works and sells, and our telecommunications sector consumer has just entered into a new business segment.

A new case in the Fast White Cat portfolio and use of Magento in an unobvious manner.

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