



This software consulting firm embarked on Swiss Arabian's digital odyssey armed with Shopify, a versatile e-commerce platform.

TECHNOLOGY STACK

Backend: Shopify, HTML, Bootstrap, JavaScript

DB: AWS DynamoDB, Mysql

Cloud Service: AWS Kinesis, AWS Lambda

Other Tools: Microsoft PowerBI, Firebase, APN service



CLIENT OVERVIEW

Swiss Arabian, a name synonymous with olfactory excellence, stands tall as one of the world's most revered manufacturers of perfumes. With roots dating back to 1974, this iconic brand has woven a captivating narrative that bridges the gap between Western sophistication and Oriental allure. Let us explore the essence of Swiss Arabian—a tale of legacy, craftsmanship, and aromatic grandeur.

THE LEGACY

Swiss Arabian's journey unfolds against a backdrop of precious beginnings. Its founders, visionaries in their own right, embarked on a quest to blend the best of two worlds—the timeless elegance of the East and the dynamic innovation of the West. Their commitment to quality, authenticity, and artistic expression laid the foundation for what would become a fragrance empire.

DIGITAL ASPIRATIONS

In the era of digitization, Swiss Arabian recognized the need to extend its reach beyond physical boutiques. The brand envisioned a seamless online experience—one that would mirror the elegance of its fragrances. Thus began the collaboration with our software consulting firm, as we embarked on a digital transformation journey together.



THE CHALLENGE

Swiss Arabian's legacy demanded nothing less than perfection. The challenge lay in creating a user interface (UI) and user experience (UX) that seamlessly bridged the gap between tradition and modernity. Our team embarked on a meticulous journey to design an interface that resonated with the brand's heritage while embracing contemporary aesthetics. The result? A digital oasis where elegance met functionality.

COUNTRY-SPECIFIC PRODUCT DISPLAY

Swiss Arabian's global reach meant catering to diverse tastes. Our solution? A dynamic product display system that adjusted based on the user's country selection. Whether browsing ouds in Dubai or florals in Paris, customers experienced a personalized showcase.

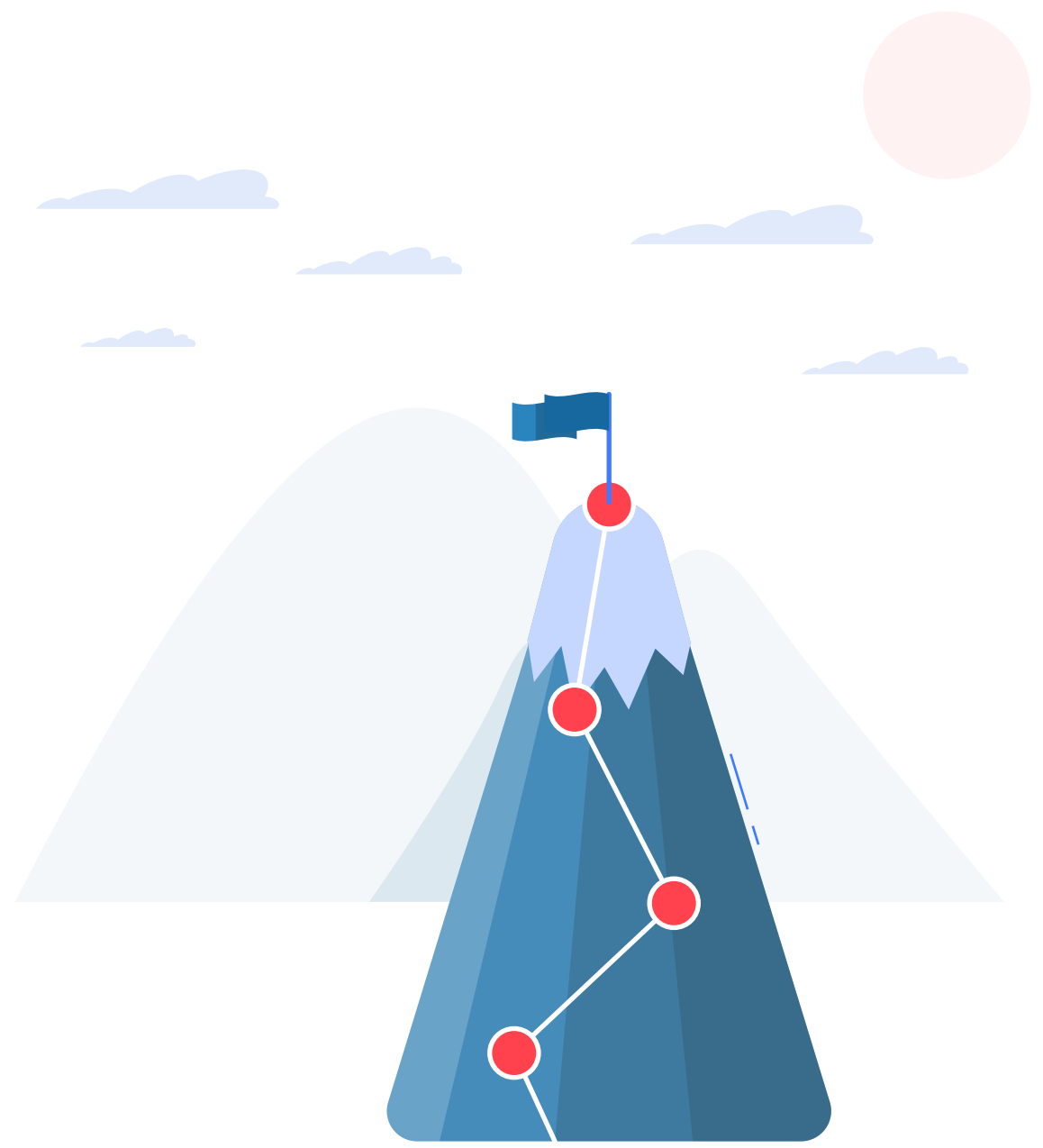


MULTILINGUAL MARVEL

Swiss Arabian's fragrance symphony resonated in nine different languages. From Arabic to French, our challenge was to seamlessly switch between linguistic harmonies. The architecture had to accommodate language-specific content, ensuring a seamless transition for users across borders.

Swiss Arabian's stage hosted a grand performance—2.5K orders pirouetted monthly. Our choreography included:

- ✓ Global Order Management: From Tokyo to New York, we synchronized orders, ensuring timely fulfillment and delivery tracking.
- ✓ Delivery and Returns Pas de Deux: Customers danced between delight and returns. Our system tracked each step, ensuring seamless transitions.



THE SOLUTION

Our software consulting firm embarked on Swiss Arabian's digital odyssey armed with Shopify, a versatile e-commerce platform. Here's how we transformed it into a fragrant canvas. Swiss Arabian's stage hosted 2.5K orders monthly. We synchronized global order management, ensuring timely fulfillment and delivery. The delicate ballet of returns followed, seamless and precise.:

- ✓ Tailored Plugins: Like master perfumers blending rare essences, we customized Shopify plugins. Each tweak was deliberate, ensuring seamless harmony with Swiss Arabian's vision.



- ✓ Frequently Bought Products Combo: Our digital artisans orchestrated a symphony of scent pairings. Customers now discover complementary fragrances effortlessly, enhancing their shopping journey. Free Product Offers: Swiss Arabian's generosity found expression online. We seamlessly integrated free product samples, delighting users with unexpected olfactory treasures.
- ✓ Discounted Product Combos: Bundles became our forte. The fragrance duets and trios danced across the screen, enticing shoppers with irresistible deals.

We orchestrated a seamless flow of data from Shopify to DynamoDB. This powerful database allowed us to perform intricate queries and data analysis. Insights emerged—individual product sales across different countries, guiding production decisions with precision.

Redis held client cart data as a temporal cache. High throughput demanded swift moves, and Redis executed them flawlessly. Cart management became easier.



AWS KINESIS AND POWERBI

- AWS Kinesis conducted streams of data from multiple channels. Real-time insights swirled—a kaleidoscope of trends, sales, and fragrant whispers. But the grand finale awaited.
- Here, data transformed into art. Stakeholders gazed upon a dashboard—a canvas of informed choices. The fragrance saga unfolded visually, empowering decisions.

ZERO DOWNTIME, MAXIMUM RESONANCE

- ✔ Disaster Recovery (DR): Our safety net, woven with care. Swiss Arabian’s digital home had a backup stage, ready to shine even during unforeseen acts of fate.
- ✔ Low Latency Overture: Users tapped their screens, and the site responded—a symphony of low latency, uninterrupted browsing. The fragrance notes lingered, uninterrupted.
- ✔ Zero Downtime Crescendo: The show must go on! Our architecture promised near-zero downtime, allowing Swiss Arabian’s fragrant opera to unfold seamlessly.

CHALLENGES FACED

Our collaboration with Swiss Arabian yielded remarkable outcomes:

- ✔ Increased Global Reach: The e-commerce platform enabled Swiss Arabian to reach customers worldwide, expanding their market presence significantly.
- ✔ Enhanced User Experience: Customers appreciated the intuitive interface, personalized recommendations, and seamless checkout process.
- ✔ Boosted Sales: The inclusion of combo offers and free trials led to increased sales and customer engagement.
- ✔ Informed Decision-Making: The PowerBI dashboard transformed data into actionable insights. Stakeholders could visualize trends, monitor sales, and anticipate demand. This informed decision-making empowered Swiss Arabian to optimize production, manage inventory efficiently, and respond swiftly to market dynamics.

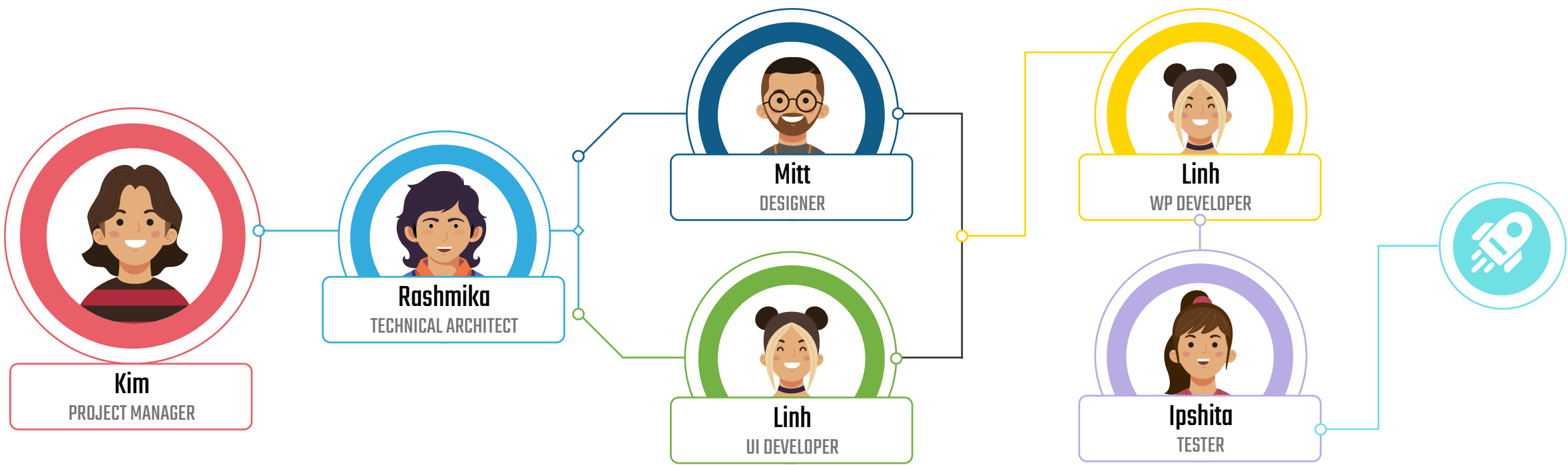


PROJECT EXECUTION

1	Kick-off Kick off your execution phase.	2	Tackle Tasks Complete your tasks and deliverables.	3	Manage Your Resources Workload, allocation, & utilization are monitored to avoid conflicts.
4	Communicate Often Internal & external stakeholders are aware of progress.	5	Quality Control Project deliverables meet the required standards.	6	Execution Closure Deliverables are completed & documentation is up to date.



TEAM STRUCTURE



32+

Happy Clients



10+

Hard Workers



421+

Projects Complete



1,063

Hours Of Support