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PROJECT TYPE
E-Commerce, CRM,
CMS, API Integration

TECHNOLOGIES
Ruby on Rails, Nginx,
PostgreSQL, CoffeeScript,
jQuery, Spree Commerce

DURATION
3 months

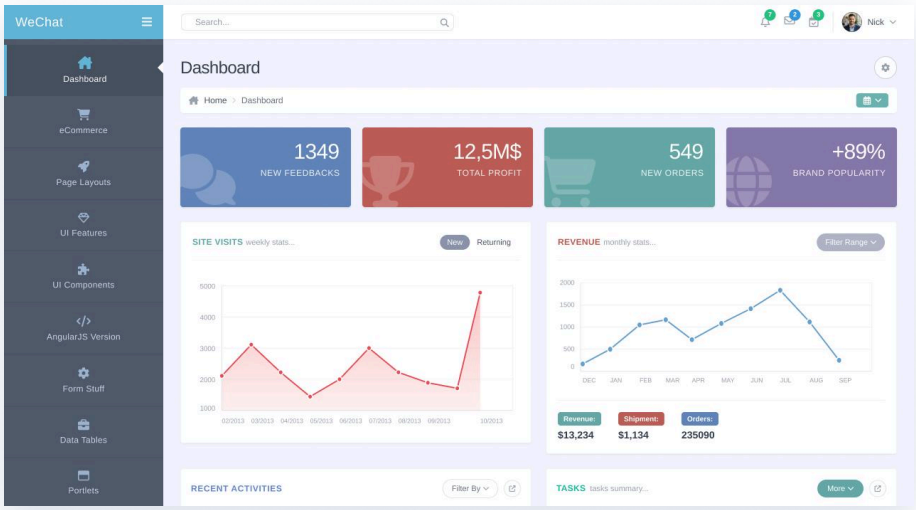
TEAM
2 Software Developers
1 Part-time QA Engineer

sumatosoft.com
info@sumatosoft.com

Client: 36etcetera
Industries: E-Commerce
Region: Hong Kong Special Administrative Region, China
Website: 36etcetera.com

eCommerce platform with WeChat social network integration

Delivered in 3 months – roughly 40% faster than building equivalent e-commerce functionality from scratch. The platform integrates SpreeCommerce with WeChat API and custom shelf-style product display adapted to Asian mobile shoppers.



Project background

The Client's aim was to develop an e-commerce platform that could be integrated with WeChat, a popular social network in Asia. WeChat allows the integration of all the functionality of online magazines into the social network.

Business challenge

The Client wanted to make an e-commerce platform for sale. The main requirements were integration with WeChat, an Asian social network.

Also, the platform and its interface should be adapted to the Asian market and take into account the peculiarities of web services in this region.

The e-commerce solution should have a unique functionality, such as a custom display of goods (in the form of bookshelves).

Project Distinctive Features

- ✓ Integration with WeChat API for social network functionality
- ✓ Custom display of goods in the form of bookshelves
- ✓ Integration with WeChat API for social network functionality

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These guys are professional. Though the project cut short in the middle. I will definitely come back and work with this team again. Great work!



Billy Cheng
CEO/Founder

Our solution

The web application is based on a popular library for e-commerce applications – Spree Commerce.

As a result, we developed and deployed an e-commerce platform with all the necessary functionality truly fast and could focus directly on integration with WeChat API, as well as on the development of the service's unique functionality (UX, custom interface, etc).

All new functionality and its compatibility with other systems were tested by our QA specialist.

Customer’s benefits

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What’s happening with the project right now?

The Client received a fully functional e-commerce platform with WeChat API integration in 3 months – roughly 40% faster than building equivalent functionality from scratch. SpreeCommerce provided all standard e-commerce capabilities out of the box, allowing the team to focus entirely on WeChat integration and custom shelf-style display for Asian shoppers.



sumatosoft.com
info@sumatosoft.com
One Boston Place, Suite 2602 Boston, MA 02108, United States