

RAINBOW



CUSTOMER

Our client is a European distributor of high-class vacuum cleaners with water filters. The main channel of distribution involved direct sales. To match the latest sales trends and modern buying habits, our client decided to expand the possibility of online sales. Creating a new online service was also an opportunity for enterprise digitization and adjusting the sales process to a newly implemented model.



GOAL

The project involved designing a new user interface, developing new graphics, and adding new content to the website to not only inform potential clients about the product but also to alert them to possible threats when using vacuums. Thanks to the rich sales content released under the automatic marketing system and features available in the implemented system, the project should result in higher conversion rates by adjusting website content to visitors' needs.



CHALLENGE

The project was created entirely by Coders Center with help from a digital marketing agency. The technology used was based on Sitecore v7.2 with full digital marketing support module. E-commerce part created with use of Sitecore Commerce platform. It took 4 months to deliver the product, and Coders Center continues to maintain service performance and availability.



SOLUTION

The project was initiated by analysing the customer's needs and assessing currently used offline sales methods and online solutions. The project team featured a business analyst and technical writer. After defining the first set of system needs, the team was joined by an architect, who began working on the project along with developers and a network administration team. Software was developed using agile methodologies, allowing features to be added and manipulating the desired shape of the system according to customer feedback. The project team was composed of 7 people, including 3 certified Sitecore developers.





Sitecore XP is one of the leading online marketing platforms, featuring several unique advanced features, which is its major competitive advantage. Sitecore XP has a specialised built-in Big Data analysis system called xDB, which is capable of analysing visitors' behaviour in real time, delivering advanced personalisation capabilities and driving the client's activities toward achieving the organisation's business goals. Thanks to Big Data analysis, Sitecore XP is able to build a holistic visitor profile, which is invaluable for an online marketer to further expand his knowledge about the company's customers and also the competition who browse the company's website.



As the only company in Poland, we achieved the goals set by Sitecore and attained the title of Gold Implementation Partner.



Coders Center is a company created by passionate engineers and IT practitioners. It benefits from over 10 years of experience in the Enterprise Technologies market. The company's technical background lies in Enterprise Content Management Systems from a range of vendors. Coders Center delivers advanced ECM, e-Commerce, and enterprise search solutions tailored to customer requirements.

As an Enterprise Technology partner, Coders Center serves organisations looking to expand their own development capabilities as well as helping them select the correct technological direction in their projects.

Coders Center operates in the following areas of ECM, e-Commerce, and Enterprise Search:

- Technical Expertise and Consultancy
- Project Development
- Support and Maintenance
- Hosting and Managed Services

Coders Center cooperates with several digital and marketing agencies and software integrators worldwide. The company delivers technical consultancy to its customers, providing them with access to certified specialists in Sitecore, EPiSERVER, Sitefinity, and SharePoint technologies. In addition to .NET-based solutions, Coders Center has developed expertise with Magnolia CMS, Adobe AEM, and SAP Hybris to support customers looking for the best possible enterprise solutions. The company has three delivery offices in Poland, employing

enterprise applications and infrastructure specialists in .Net- and Java-based ECM, e-Commerce, and Enterprise Search systems. The team currently has 40 associates. Coders Center focuses on delivering quality solutions following closely the latest usability and design trends in web applications and mature QA processes. The company delivers solutions tested according to ISTQB practices, using the best suited scenarios at every level of testing. Most projects are conducted in agile methodologies, where customers can easily track the progress of work and introduce new ideas.

The company has experience in dispersed teams project delivery, where teams of Coders Center and the customer are in constant contact on a daily basis, thanks to a range of collaboration tools, such as Atlassian Jira, Citrix, Go2Meeting, and Skype. The company has already proven this model's effectiveness in many projects in Europe and the U.S.

Coders Center continuously focuses on developing its employees' skills. Mature management processes within the organisation allow for continuous monitoring of the need for competency development in future projects. The company devotes nearly 30% of its annual profit to developing know-how and building expertise in key systems and technologies.



Sitecore has awarded Coders Center for Experience platform usage during Rainbow.Center project development. The team has shown great experience and the proper attitude. The customer has gained excellent 21st century solutions ready to power up their sales and customer care. Connecting Sitecore with the e-Commerce platform gave the project a fully functional digital store. Congratulations!" — Przemysław Maliszewski, Head of CEE Region at Sitecore International



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