

e-Commerce Case Study

How Locate partnered with a Fortune 100 company to build a scalable e-commerce platform



In the winter of 2016, one of the largest Telcos in the world engaged Locate to drive the soup to nuts revamp of their e-commerce website. There were four key objectives for this engagement:

Replace the existing monolithic systems with a headless API driven eCommerce system that would serve all Web and Frontline systems without having to do a vertical integration on each system

Integrate with all backend systems including Tax Systems, Inventory, Fraud Detection, Enterprise Product Catalogs

Scale to allow over 6,000 orders per minute, and millions of carts

Build from scratch a tailor-made platform that could be brought to market within 10 months, and allow for scaling to meet the ever-changing landscape of eCommerce

Over the next 10 months, Locate worked closely with the Telco to bring a cloud native platform to market. Locate Program Managers, Product Managers and Delivery managers worked hand in hand with our client to:

Architect the platform integrating tools across multiple vertical in the company. Locate Technical Program Managers partnered with teams from business, technology, procurement, telesales and middleware systems to design a system that was fast enough to meet the needs of the business, while allowing modular expansion as new capabilities were required

Create a SCRUM structure, driving an Agile methodology across the organization. Locate Technical Delivery Managers managed all 10 sprint teams as scrum masters and as delivery owners. Locate used our proprietary Partner Integration Management system to identify and setup the right teams to deliver on this vision.

Define the feature set and business requirements. Locate Technical Product Managers worked hand in hand with business teams to create a platform that not just met the needs of the moment, but was also extensible to meet the ever-evolving needs of an e-commerce platform.

Setup the devops and bizops teams and provide post-implementation leadership, driving a 99.9% site uptime and fast turnaround for new product launches. For the first time ever, the ecommerce platform was able to meet the demands of launching the highest selling phone as a result of the work done here, generating over 20 million over a single day for the product launch.

Results

- Today this e-commerce platform has generated over **\$1.5 Billion** in revenue for the client, with a target of 5x this amount over the next 2 years
- The platform sees over **\$100M a month** in revenue generated for the company
- With a **99.9% uptime**, the platform serves the needs of over 90 million customers
- Performance tuned to meet the largest spikes of over **6,000 orders per minute**

CAPABILITIES BUILT



The following is a sampling of the key capabilities that have been launched. Locate continues to work with this client to expand this platform:

DISCOVER

Ability to create promotions that varies by channel and are contextual to contents in cart.

Ability to vary by the pricing options

Ability to vary promotions based on customer tenure and geolocation

Shipping, Discount and List Based Promotions

Recurring Bill Credits, Service Credits and Device Credits Promotions

Amount Based or Percent Based promotions

SHOP

Channel-based product surfacing, including cross selling and up selling

Enterprise level catalog solutions that span both channels and applications

Simple and complex relationships between products as well as services

Scalable solution that can support blockbuster product launches

Rest API solutions for front end applications to consume variances of product details on demand

Channel/application specific product availability with both Limiting/varying availability to specific channels as well as different launch times for specific channels

PURCHASE

Rest API driven omni-channel cart solutions that scale leveraging microservices over containers and are highly available and easy to extend

Trade-in purchase types support

Pricing solutions supporting various price options such as Full Price, Variable Tenure Loans and Variable Tenure Leases

Provide accurate inventory availability messaging by integration with enterprise inventory system

Buy Online Pick Up in Store/Fulfil over Customer Care Solutions

Prospect Vs Logged-In experience

ORDER

Tax Calculation for hard goods and digital goods via integration with Enterprise Tax systems

Core features such as Address Validation, Customer Credit Profile and Account Details management

Multiple Payment Options based on contents in Cart and selected price options

TECHNOLOGY STACK

