

Custom Software Dev for Apparel Company

PROJECT DETAILS

 Custom Software Development

 Feb. 2018 - Sep. 2019

 \$50,000 to \$199,999

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"Their in-depth knowledge of the technology and customer care stood out."

PROJECT SUMMARY

designs.codes provided custom software development to recreate the backend system of an e-commerce portal. They also implemented new analytics tools.

PROJECT FEEDBACK

The new backend technology is faster and more effective, and the analytics make it easier to track marketing efforts. designs.codes was a collaborative group that worked closely with stakeholders. Their ideas added value to the partnership.



The Client

Please describe your company and your position there.

Growth marketing consultant

The Challenge

For what projects/services did your company hire designs.codes?

To develop a new custom back-end system for our e-commerce portal.

What were your goals for this project?

A complete overhaul of our back-end web application for day to day operational ease and scalability.

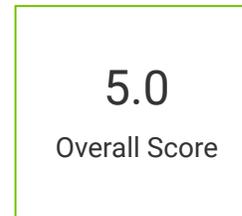
 **Nick Daley**
Growth Marketing Manager,
Pistol Star Group GMBH

 **Consumer products**

 **1-10 Employees**

 **Zurich, Switzerland**

CLIENT RATING



Quality: 5.0



Schedule: 5.0



Cost: 4.5



Would Refer: 5.0



The Approach

How did you select this vendor?

Through online search.

Describe the project and the services they provided in detail.

We completely changed our back-end web portal technology along with database and the analytics tools to make the portal easy to use for our operations team. The analytics tools help us track our marketing efforts better and we also integrated a lot of in-built security checks in place along with layered access for our various team members. They took detailed notes of our requirements and came up with the solutions which were demonstrated to us before finalising on it. There were a lot of ongoing discussions and exchange of ideas with their business analyst and project manager throughout the project duration which resulted in a better outcome that we initially thought was possible.

What was the team composition?

3 developers, 1 quality analyst, 1 business analyst, 1 project manager

The Outcome

Can you share any information that demonstrates the impact that this project has had on your business?

We changed our back-end technology completely and that helped us to move faster and align IT with operations better.

How was project management arranged and how effective was it?

Weekly meetings and bi-weekly detailed reporting



What did you find most impressive about this company?

Their in-depth knowledge of the technology and customer care stood out.

Are there any areas for improvement?

The cost structure could have been better.

