

# Cybage revamped a Magento-based omnichannel commerce solution for a leading Kuwait-based electronics retailer to support its growth, flexibility, and scalability



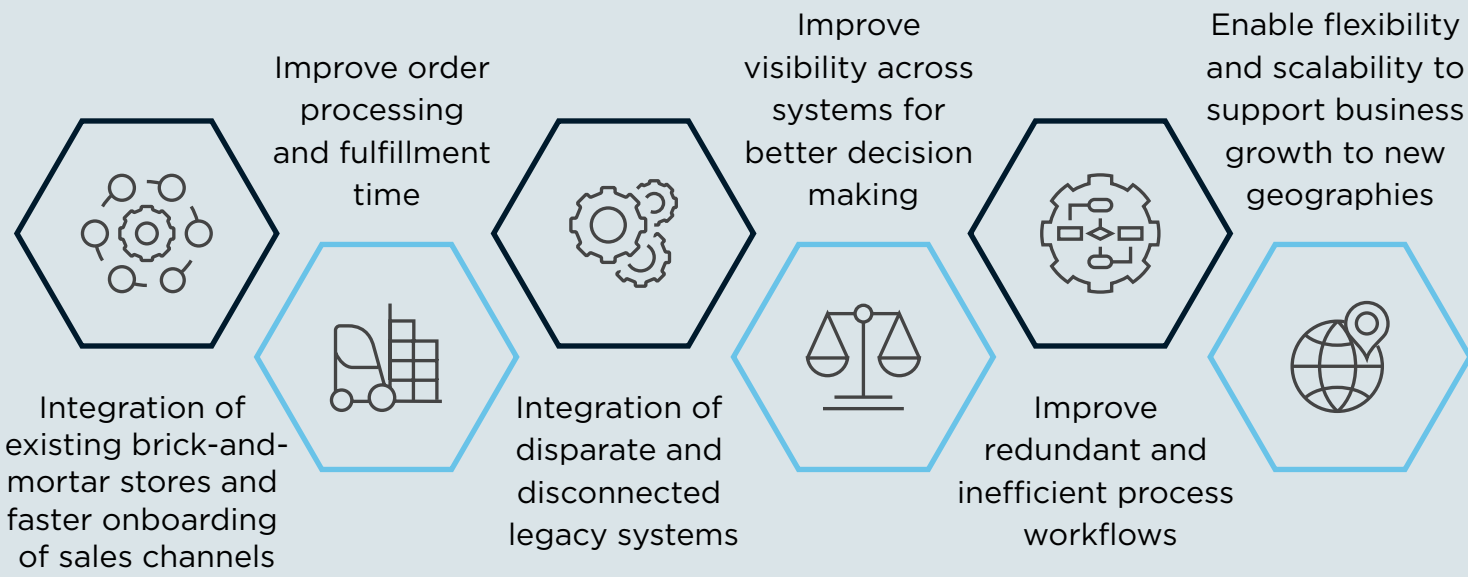
## About the Client

Owns and operates a leading multi-brand electronics retail chain in Kuwait with a collection of over 300 global brands

Multi-billion dollar conglomerate with operations in 40 countries

Holds diverse portfolios with 30+ businesses, including manufacturing, retail, automotive, and travel

## Business Needs



## Solutions

Did successful implementation of proven tools and techniques to identify common coding errors and addressed them at the testing stage

Did an extensive architectural review to consolidate third-party application functionalities in Magento

Leveraged a variety of solutions to improve website performance, such as page load time

Helped in the integration of legacy stores, back-office and external systems

Enabled seamless integration with SAP, catalog management, and payment gateways, among others

UX revamp of multi-lingual e-commerce channel along with customer-centric feature implementations

Re-engineered catalog and order management systems

## Technology Stack

Languages and Framework -



Databases -



## Business Benefits

Delinedated a clearly defined e-commerce roadmap

Ensured a well-connected ecosystem for offline and online channels

Increased operational efficiency with a renewed focus on scalable architecture

Improved product synchronized process

Better resource utilization lead to improved order processing time

Created an efficient logging and notification mechanism

## Cybage Digital Retail Capabilities

- Commerce Transformation
- E-commerce Sites
- Mobile Apps
- Back office Solutions
- Commerce Integrations
- Payment Solutions
- Magento & Hybris Solutions

**Building future-ready commerce solutions**