



e-Commerce developed with the Magento platform, with more than 40 integrated stores

CLIENT
Editora Positivo

ÁREA
Education

PROBLEM
Editora Positivo had the need to upgrade its virtual store, a legacy e-Commerce to a new and complete platform. The e-Commerce should contemplate the sale of didactic materials like books and materials that aid in a better learning, fulfilling the necessary innovation requirements.

SOLUTION
Visionnaire was responsible for developing an e-Commerce solution for Grupo Positivo. The project allowed the integration with the various existing systems, serving more than 10,000 customers and more than 3,000 orders in the first month.

RESULTS
With the use of the Magento platform, Editora Positivo has a modern e-Commerce aimed at the retail, integrated with its internal systems. An architecture was developed to support 3 store categories:

- Retail (1 "matrix" online shop – loja.editorapositivo.com.br);
 - Shop at School (263 online stores focused on parents/guardians of students);
 - Point Shop (1 online shop focused on partner schools.
- Currently the project includes a total of 265 online stores and more than 10,000 registered products.

TECHNOLOGY
For this e-Commerce, it was used as the Magento platform, well used, and recognized worldwide. This platform uses the PHP language, accessing the MySQL database. In addition to the platform, work was done on a data integration system provided by the publisher and accessed through REST/SOAP communication through a web service. The services were published on servers using technologies such as Load Balance and cache optimization, as background, NGINX web publishing software, and code improvement for performance improvements.

DATAILED PROBLEM

With a legacy e-Commerce system, Brazilian publisher Editora Positivo needed to update its platform to better serve its users, and for that it was necessary to integrate several existing systems with Editora Positivo's existing systems, in addition to choosing an e-Commerce platform that better meet the needs of Editora Positivo.

DATAILED SOLUTION:

After several interactions and survey of technical issues, the use of the Magento platform for the construction of e-Commerce was considered. Today, the Magento platform is considered one of the most complete solutions in the market for virtual stores.

e-Commerce was initially developed for the web platform with responsive design and offers the features according to the initial specification of the project, with the differential of import of products and categories of the internal system of Grupo.

To learn more Success Cases visit the website:
<https://www.visionnaire.com.br/webp/cases>