SILVER TOUCH®

E-Commerce Web Solution

For

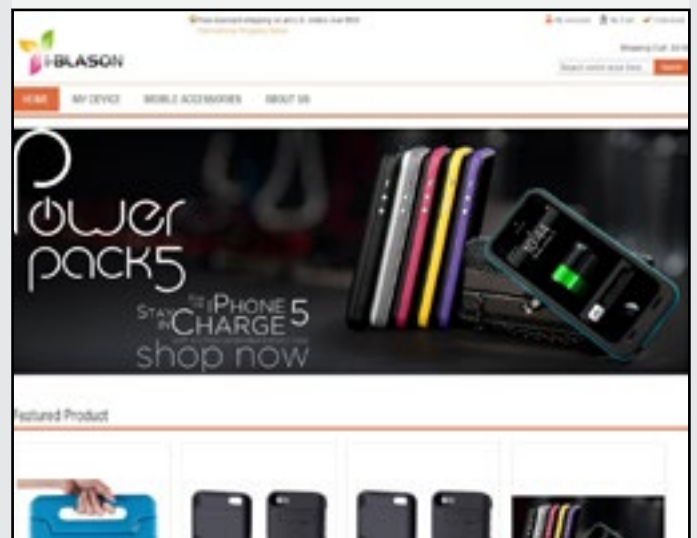# Mobile Accessories Making US Based Company

MANUFACTURING & ENGINEERING – ECOMMERCE WEBSITE – MAGENTO

Client Overview

About Client: Client is US based company specialized in making mobile accessories like Smartphone cases, Tablet cases and other accessories that protect and prolong technological devices. In 2010, i-client began as a concept of engineering and creating products that protect and prolong technological devices like smartphones and tablets through covers and cases. They innovate ideas and respond to the needs of the younger generation mostly college students and young professionals by watching out for new gadgets, devices, and inventions and tailoring their creation to preserve the signature design whilst protecting the phone or tablet with styles and fun.

Requirement Overview: To design and develop a new website for client who is making and selling making mobile accessories like Smartphone cases, Tablet cases and other accessories. All work would be done on latest version of Magento-1.6.1 with English language and USD Currency only.

Proposed Solution: Silver Touch has proposed to develop this website in Magento Open Source Code Base- Version-1.6.1.0 with MySQL 4x database. This ecommerce site will allow the client to manage the catalog, categories, sub categories, shipments, payments, images and content pages. There will be the standard search functionality allowing users to find products by keywords and within more advance search parameters. Online payment processing will be handled through Authorized.net + PayPal and shipment through table rate and flat rate.

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Project Description

This project developed has been done on Magento ver-1.6.1.0 but later client provided a complete new theme for integration which was in Magento ver-1.7.0.2. Based on client request, we upgraded website to this latest version and then all work has been done on that Magento CE latest version. Following are main tasks of this project which Silver Touch has executed.

1. Template Integration: Client had provided Silver Touch a New template, a readymade theme which we have integrated successfully.

2. Authorized.Net: For online payment processing, we have integrated Authorized.Net payment gateway. This is Magento out of the box payment gateway.

3. PayPal Integration: Based on client request, we have also integrated PayPal in website for payment integration. This is Magento out of the box payment gateway.

4. CBA Integration: Client wanted us to integrate "Checkout By Amazon" payment method for placing an order on his website. Silver Touch has integrated it successfully. If customer wants to place an order by CBA, he must have an account with CBA.

5. PayPal Express Checkout Integration: This is also one of payment method active on website which allows existing PayPal Account holder to make payment through PayPal Express Checkout, their account.

6. SSL Installation & Integration: Silver Touch has installed and integrated SSL supplied by GeoTrust, Inc.

7. Amazon & Google Shopping engine Integration: Products feeds are also submitted to major shopping engine like Amazon and Google Shopping engine via Data Feed Manager extension.

8. LiveAgent Integration: Website is integrated with LiveAgent live chat software which helps customer to contact live chat operator in case he or she need any assistance.

Types of users: This website has following types of users:

1. Front End Users: At front end website, there will be following types of users.

   1.1. Site Visitor: This type of user will be able to browse all the CMS managed pages and products on the website. Website will have Register, Forgot Password and Login functionality as well.

   1.2.Guest Checkout: Site visitors will NOT need to get registered with the site for making purchases. Guest Checkout is allowed.

   1.3.Registered Customers: This type of users will have their personal login information in order to login in the website. This type of user will be able to interact with the website in different manners like, make a purchase, view past orders, re-order, manage address book, changes password and access My Account section.

   2. Back End Users: At back end website, there will be following type of user.

   2.1. Super Admin: This type of user will ONLY be one user. This admin user will have full access to all features and functionalities of the website. This user will be able to manage the websites with all different modules mentioned in this scope of document.

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Objectives

1. To integrate template and make a website for selling of mobile accessories.

2. To integrate different payment gateway and methods through which customers can place orders on website.

3. To secure online payment processing on website through client provided SSL

Project Approach / Activities:

The Project was divided into various phases to achieve the best results in less time with optimal utilization of available resources.

1. **Phase I:** System Requirement Study

2. **Phase II:** Template Integration

3. **Phase III:** Magento Implementation + Customization + API Integration.

4. **Phase IV:** CBA, PayPal Express Checkout, SSL Installation

5. **Phase V:** Testing all features and making deployment plan.

6. **Phase VI:** Go Live.

*The website has been developed from the scratch.

Technology

Development Environment

Technology	Specifications
Technology & Framework	Magento-1.7.x
Languages	PHP 5+
Operating System	Windows XP / 7
Database	MySQL 4x
Web Server	Linux Server

Deployment Environment

Technology	Specifications
Technology & Framework	Magento-1.7.x
Languages	PHP 5+
Operating System	Linux
Database	MySQL 4x
Web Server	Linux Server

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Duration

1. Project Actual Efforts: 240 Man Hours
2. Project Life Cycle: 40 Days

Results Achieved

1. Client is now making good business from the live website. Client recorded a business of more than 16K USD in the first month of website in the market.

Benefits

1. Client can now access their website and manage products contents + CMS page conetnt.
2. Using the website, they are making good business.
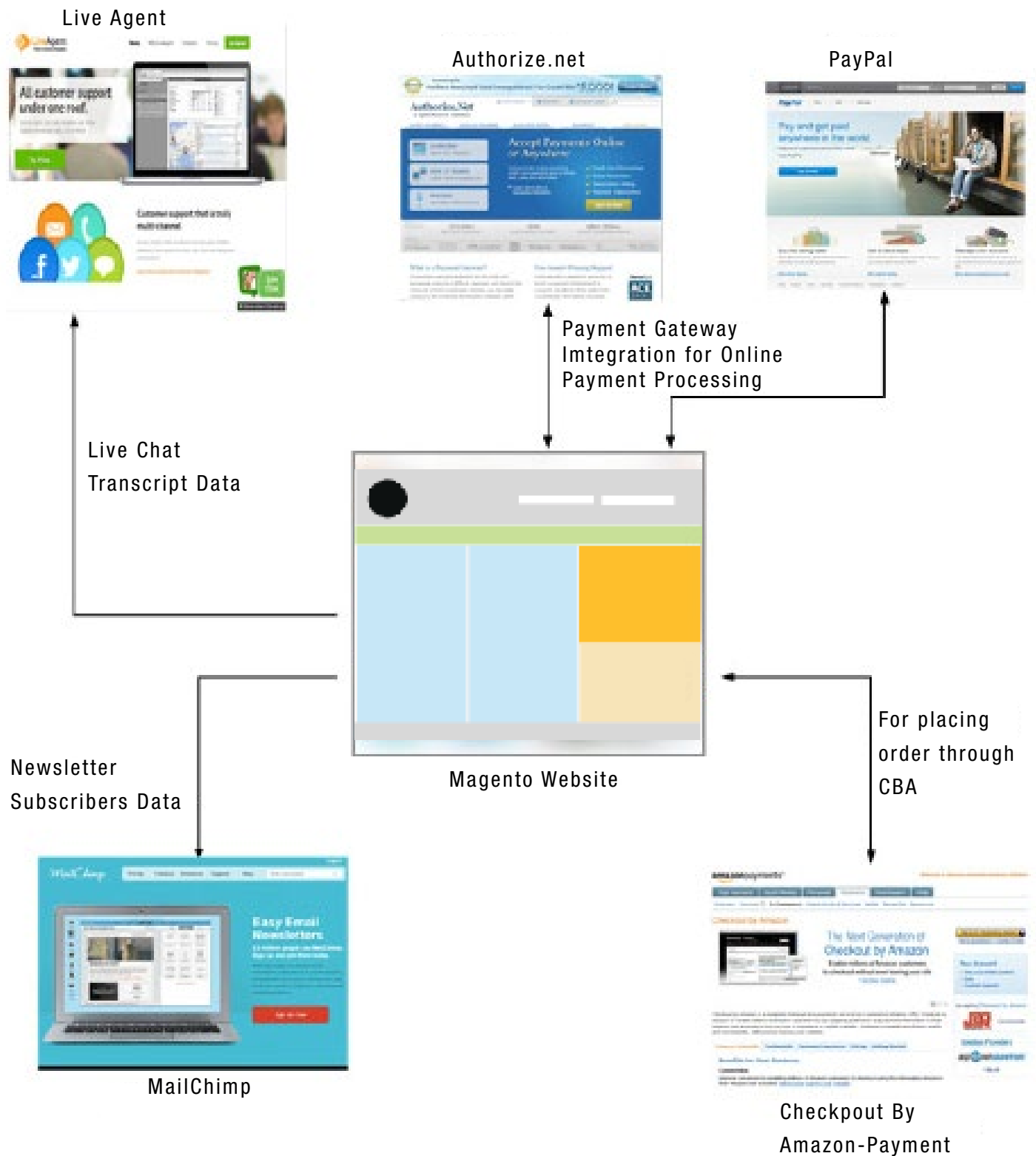3. They are also using website for order processing which are placed through website.
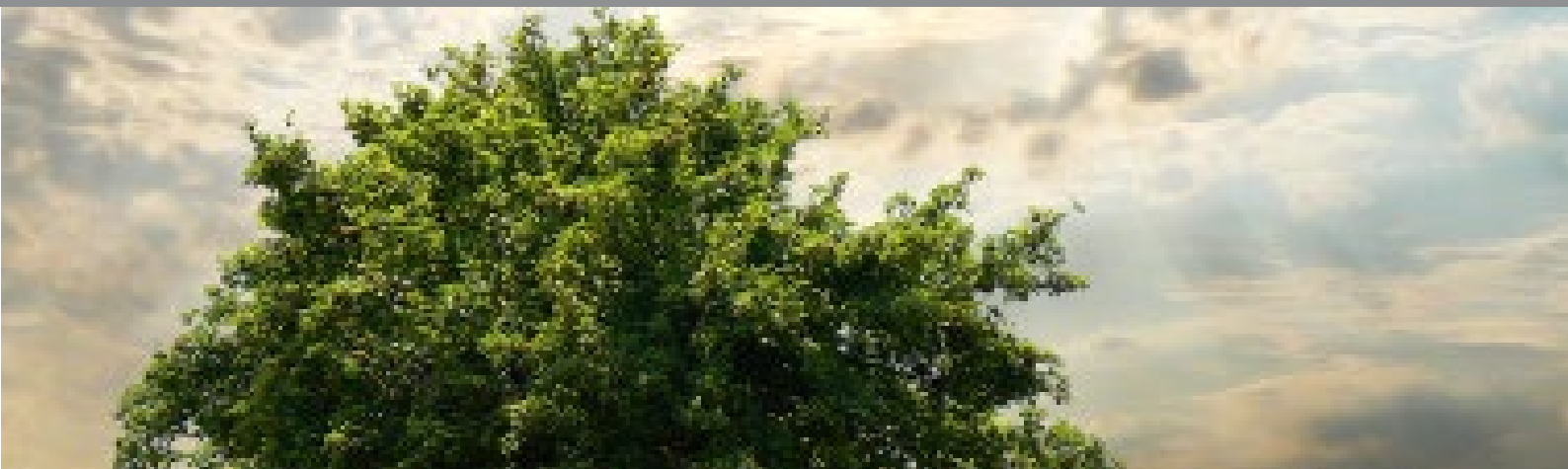
Key Challenges

1. CBA & PayPal Express Checkout Integration.
2. Getting automation of data feed for Amazon and Google shopping engine.
3. Product Page Customization with Color options using Color Swatch Extension integration.

Project Flowchart

Live Agent

Authorize.net

PayPal

Payment Gateway
Imtegration for Online
Payment Processing

Live Chat
Transcript Data

Magento Website

Newsletter
Subscribers Data

For placing
order through
CBA

MailChimp

Checkpout By
Amazon-Payment

Deliver best products, software solutions and services, on time with quality, and as per customer expectations

About SilverTouch

SilverTouch, a company established in 1992 is widely accepted for its IT solutions with a huge customer base in more than 20 countries across the world.

SilverTouch is actively engaged in Enterprise software development, enterprise content management, document management and IT consulting services such as Business process optimization, process consulting, implementation and customization of ERP. SilverTouch leads brilliantly in new technical developments such as: Mobile Application development services on iPhone, iPad, Blackberry, Android, J2ME and Windows mobile platforms. Even now, SilverTouch helps its global clients for major developments, deployments and managements of their mobility solutions and enterprise application development programs.

SilverTouch has alliance with several industry leaders such as Microsoft, Apple, Cisco, IBM, Oracle, SAP, Java, Dell, VM ware, Symantec, Sonic Wall which provides a competitive edge over other industry peers and targets to understand and cater to all types of requirements that concern our clients, thereby, leading to serve them precisely to their satisfaction.

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