

**CASE STUDY**

# Design and implementation of a new e-commerce platform

## ■ THE CHALLENGE

RCS MediaGroup, a leader on the Italian publishing market, wanted to develop a new e-commerce platform to manage premium newspaper subscriptions to well-known publications such as Gazzetta dello Sport and Corriere della Sera but also for the sale of goods such as books and merchandising.

The aim of the project was to introduce a new e-commerce platform based on Magento 2 that could guarantee configuration flexibility and ease of development for new features.

Fincons was awarded the project following the implementation of the new e-commerce engine.



## ■ THE SOLUTION

In order to meet RCS MediaGroup's need to publish a significant amount of editorial and marketing content with ease to support their online offering.

Fincons designed and set up an ad-hoc architecture in which Magento 2 runs as the e-commerce engine, managing orders, catalog, prices and promotions.

At the same time Wordpress provides Content Management, simplifying editorial tasks such as the creation of landing pages, content publishing and presenting information.

This decoupling strategy unlocks the full power of both platforms maximizing user experience, streamlining processes and allowing customizations.

Among these personalizations, there is the opportunity for the user to gift a products or a subscriptions, a feature made possible by differentiating the payer profile from the consumer profile on Magento / Wordpress sides.

Moreover, Magento 2 was integrated with other RCS MediaGroup Systems such as SSO, CRM and API middleware.

## ■ THE BENEFITS

By combining the strong commitment of RCS MediaGroup to develop a flexible and scalable e-commerce platform with Fincons' in-depth technical skill leveraging modern technologies such as Magento 2 and Wordpress, the project was successfully completed, ensuring:

- The rapid launch of the new platform, reducing time to market;
- A proven collaboration between Business and IT departments on key decisions such as platform architecture and UX design;
- Increased users satisfaction, both for internal teams involved in the e-commerce management and for end user.