

CASE STUDY

E-shop evolution on Magento platform

■ THE CHALLENGE

Giuffrè Francis Lefebvre, a leader in professional publishing and part of the international group Lefebvre Sarrut, was looking for a reliable partner for the development and the enrichment of its e-commerce for the Italian market.

The e-shop is the key online sales channel for the company both for paper and digital assets such as books, magazines, databases, training sessions, webinars, software. Through the e-shop, users can browse the catalog, find relevant products, complete a purchase with several payment methods, find tailored buying suggestions and write product recommendations.



■ THE SOLUTION

In 2018 Fincons was selected to be the technical partner for the evolution of the e-shop based on Magento 2 e-commerce platform, creating a relationship of trust with Giuffrè Francis Lefebvre's team.

After in-depth analysis, Fincons proposed and implemented a modern architecture deployed in a headless configuration, working as a pure e-commerce engine which provides all the backend logic related to customers, orders and promotion management.

The front-end layer was instead coded in React.js based on the Graphcommerce framework, ensuring communication with the backend based on GraphQL APIs.

Moreover, Fincons is leading the integration between the e-shop and the other systems adopted by the company such as CRM, the payment gateway and the SSO authentication system.

■ THE BENEFITS

Thanks to Fincons' skills and expertise both on technical and functional aspects, Giuffrè Francis Lefebvre can count on an optimized architecture based on cutting edge technologies.

The implementation of this modern and high-performance tech stack has provided key benefits such as:

- significant online revenue growth year-by-year;
- increased customer satisfaction;
- great flexibility in setting up and configuring new products and solutions within the e-shop;
- a fast, solid, efficient solution to integrate with other systems;
- organic site traffic increase lead by SEO optimization.