

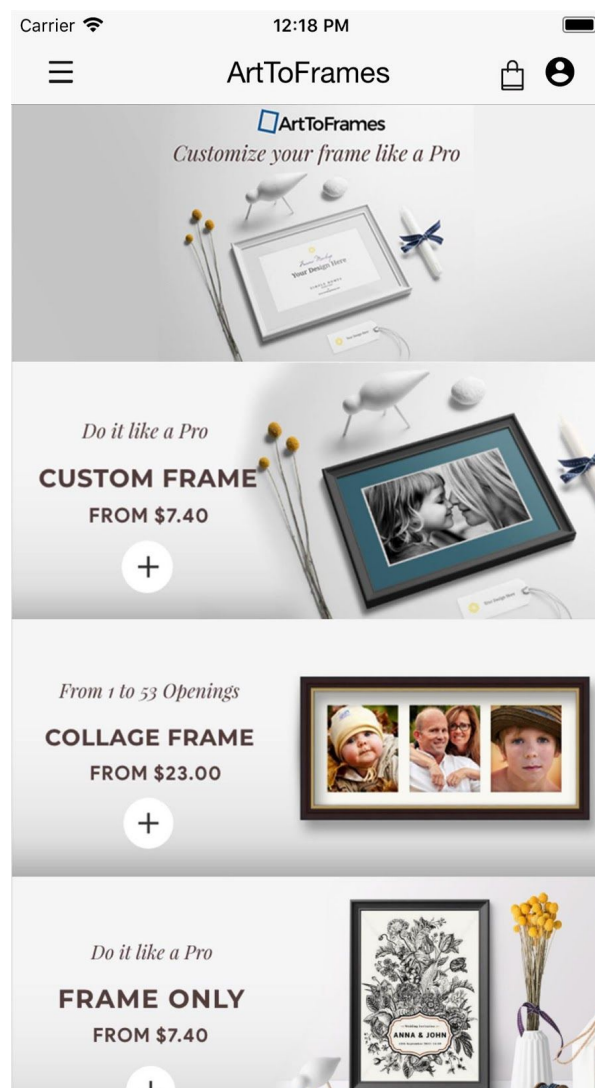


Solace Infotech Pvt. Ltd.

D14/15, Satpur MIDC,
Nashik, India 422007

ART TO FRAME

August 23, 2018



The Client

Based in US, Art To Frames has over 86 years of experience and expertise in custom printing and frame manufacturing. ATF have been helping artists and families tell their stories through beautiful, hand-made products that perfectly complement each photograph or work of art.

Any size. any shape. any style and any occasion, all of the products are made by hand in US by team of skilled artisans using quality materials.

Services Overview

Client approached us because of issues he was facing from current team and was in search of reliable development partner. With very complex functionalities, vast no. of features and thousands of orders getting processed in real-time, existing team was not able to keep up with every growing demands.

We started working on live code right from 1st day and showed our capability to understand and make a difference at such live complex system. Since then client is working happily with us, for more than 6 years by now. Daily we discuss with Product Manager from ATF on new development ideas, product enhancement, customer experience and task details.

Through online project management tool, daily changes are done at code based on suggestions and inputs from client as well as customer feedbacks. Any hurdles faced by manufacturing shop are solved in real-time.

Challenges Faced

1. Site is live with thousands of products listed and hundreds of customers browsing it every second. Making any updates or launching new feature is always challenging.
2. Many of the operations at manufacturing unit like frame cutting, mat cutting, maintaining inventory, shipping, invoice printing, creating hires files were done manually. This was taking more time per order to fulfill.
3. Customers can place order online by creating their own product through interactive interface by uploading their own photos. This interface was not working perfect for few products.
4. New products has to be launched and for them online interface should be flawless and intuitive. Increasing revenue was not possible without this.
5. Site and products creation interfaces were not mobile friendly. With increasing no. of users shifting to mobile, this was urgent and important. With increasing number of users, improving site response time and better servers were needed.

Solution and Results

1. To automate accepting orders from many third party sellers like amazon, Dropship, Wayfair etc. we have implemented their APIs. Orders are stored in same ATF DB and processed like other orders. Inventory, shipping information etc. are also updated through API. This has helped in increasing revenue as well as making ATF products available on many third party marketplace.
2. Many of manufacturing floor operations like scanning of inventory and parts utilization through Mobile Scanning Application, RFID sensors, mat cutting, frame cutting etc are automated. This has decreased turn around time to fulfill any orders.
3. Android and iOS applications as well as mobile friendly web pages are created to cater need of ever growing mobile users. Now almost 60% of the orders are placed to mobile as compared to previous 20%
4. Apart from revamp of existing product pages to use HTML5 based previews, new products like Window Film, Door Decals, Wall Decals, Bulletin Boards, Lamp Shades, Window Shades, etc. are launched which has helped to increase revenue year over year.
5. Lot many features are developed at user end as well as admin end including reports which has brought down the overhead of manufacturing and order processing unit by at least 30%.
6. Keeping live site running without any issues and still launch new features was a major challenge. But we are able to handle this successfully over these years. So while client and his customers are sleeping, we upload the features and site becomes ready by morning to serve more and more orders.
7. We have moved site to load balancer server, used cdn and cache servers. This has reduced page load time and created pleasant experience for end users.

Technologies Used -

1. PHP
2. MySQL
3. Amazon API, EDI, Wayfair API, Ebay API
4. Paypal PayflowPro, Google Checkout, Amazon Checkout
5. Imagemagick, gd library
6. HTML5 Canvas
7. Bootstrap, Angular JS, Node JS, Three JS and numerous other JS libraries
8. Facebook API, Facebook advertising
9. Load balancing server
10. CDN Server, Cache