



## **E-Commerce**

Build and grow your ecommerce business with the help of our professional developers.

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## Introduction

Fermion is a one of the leading e-commerce development companies in India that delivers comprehensive e-commerce website development solutions to its clients, spread across world. We deliver a wide range of e-commerce development services from our offshore development centre in India.

## E-Commerce Services

Our team of experts has many years of hands-on experience in building, deploying and maintaining eCommerce solutions for many online businesses.

We offer the following services:

- Designing, developing, testing, and deploying a full-fledged e-commerce site for your online business.
- Integrating the e-commerce platform with legacy ERP and 3<sup>rd</sup> party systems
- Providing an Infrastructure and hosting platform for your e-commerce platform
- Providing data migration services if migrating from a legacy to a new e-commerce platform.
- Performance Evaluation and Optimization
- Monitoring and maintaining the deployed e-commerce platform
- Strategy and Planning for Managing e-Commerce businesses
- Helping you define and re-engineer business and technical processes for managing an online retail business
- Advising you in best practices and 'best fit' solution and facilitating critical technology decisions in support of business objectives

## Performance Audit and Optimization

We can carry out a performance audit of your existing site. We will examine the code, data structures and program flow. We will evaluate the site's e-commerce security, checkout process and page response times. The usability of the site from a consumer point of view will be done by doing an analysis of the site's user experience, navigation, overall architecture, look and feel, readability, calls to action, conversion, customer engagement and retention metrics. We will submit a report with our recommendations on improving performance and can carry out the optimizations as well.

## E-Commerce Skills

We have proven experience in the design, development and deployment of B2C and B2B ecommerce solutions. The team has vast experience in the following technologies:

- Java Technologies
- PHP Frameworks, LAMP Environment
- Magento Enterprise and Community Edition e-commerce platforms
- Fermion Framework (Proprietary)
- Business Analysis and Requirements, Functional and Technical Design.
- System Architecture: Distributed Web Systems Architecture, J2EE, SOA.

Having deployed many e-commerce sites, we have built up and have proven experience in:

- Information Architecture
- Solution Platforms
- Solution architecture.
- Infrastructure and hosting
- Analytics platforms
- Data – Interface & schema design,
- Integration with Legacy and 3rd Party systems.
- Multichannel – Integration with 3<sup>rd</sup> party platforms and solutions
- Usability

## E-Commerce Partners

We have built e-commerce sites and helped the following clients deploy their businesses offering them services from our portfolio of services.

- Invino - <http://www.invino.com>
- Zivame - <http://www.zivame.com>
- Big Book Shop – <http://www.bigbookshop.com>
- Yes2Fashion – <http://www.yes2fashion.com>
- Yes2Shop – <http://www.yes2shop.com>
- Emporio @ lx-world – <http://emporio.lx-world.com>
- Reliance Big Adda – <http://www.bigadda.com>
- Rediff Shopping – <http://shopping.rediff.com>
- Vividha – <http://vividha.in>

## E-Commerce Platform

We have expertise in a range of e-commerce platforms. Having had many years of in-depth experience in e-commerce technologies, we have built our own proprietary framework that we can use to quickly deploy cost-effective e-commerce solutions.

Our range of solutions include:

- Fermion Custom Ecommerce Platform (FCEP)
- Magento Commerce
- Prestashop
- OS Commerce
- Shopify
- Mobile Platform (Android, IOS, BlackBerry, Windows)

## Engagement Model

Fermion comes with a proven track record in building, deploying, managing and providing maintenance to large E-commerce websites. We work closely with the client during the complete development of the product. Different milestones are defined with a fixed timelines for the different phases of the product.

We also provide AMC (Annual Maintenance Contract) for any E-Commerce portal in any platform.

## Ecommerce Modules

- Listed below are the different E-Commerce Modules which we provide under FCEP (Fermion Custom Ecommerce Platform) Installation.

### 1. Vendor Catalogue

This panel is provided to Seller's (merchant partner) using which they can manage their own inventory, including creating new Products in catalog, editing existing Product, managing inventory, keeping a track on status of the Product, Bulk upload / update of Product and track the status of individual product. Here Seller can manage different options related to Product like, Shipping, margin for Store, etc. Seller can also create and maintain their personalised stores.

### 2. Admin Catalogue

This panel is an extended version of Vendor Catalogue, where the complete inventory can be managed by an Admin, here admin can keep a track of all the products being uploaded by the individual seller, as well as can upload / update products for different sellers. Admin has an access to approve / reject

products being uploaded by Seller, based on different criteria of the Product like, margin, quality of product, content in the description of product, etc.

### **3. Front End Website**

This is the front-end user facing website containing all the features of E-Commerce. Like Landing Page, Search, Category Listing, Product Listing, Details page, Shopping Cart, Checkout, Wish list, Accounts Management, My Orders section. This website also includes Social shopping components like FB Share, FB Like, Tweeter share, Google+, etc. using which user can share the details to his friends.

### **4. User Module**

This is what the end-user experiences, here the user can traverse through the complete inventory available. User has the feature of Search, Browse by category, maintain wish-list, comment on any Items, rate different products, request for un-available products, have features like keeping a track of his old transactions made on the site, maintain its profile, maintain multiple shipping addresses.

### **5. Payment Gateway Integration**

We have experience of integrating with the entire payment gateway's available in India or abroad, including Different Credit Card / Debit Card Gateways (i.e. ICICI, AXIS, HDFC). Integration with payment gateways like Citrus, Pay U, Bill Desk, India Pay, DirecPay (Times of Money), Paypal, Google Checkout. We also have experience of integrating the Mobile Payment gateways like Paymate.

### **6. Promotional Store Module**

This module enables to create different Promotional stores, in this module different stores can contain different set of products, store level templates can be maintained giving each store its own unique view.

### **7. Logistics Module**

This module is provided to different logistics partner who can keep the record of the orders moving in their account. This module keeps and updates the status of different shipments. Users are able to see current status of the shipments courtesy to this system.

### **8. Order Tracking System**

This module enables the Admin to keep the track of different orders moving in the system. Admin has the access to verify / approve / reject different orders based on the payment method, address, defaulter status, address verification. Admin can even keep the track of what the order status, as well as shipment status.

## 9. E-Commerce Reporting System

This System is a complete E-Commerce Reporting, this System runs on a completely configurable Rule based Engine, which can be configured to make different accounting entries for different transactions. This System also includes all the Reporting required to run any E-Commerce module smoothly. This System can be used to charge penalty based on different conditions to different parties like Seller, Logistics etc.

### **Fermion Custom Ecommerce Platform.**

Listed below are some of major features provided by FCEP

- Can be hosted with multiple domains / sub-domains.
- Our E-commerce platform is available with both open-source and without open-source.
- All modules are plug and play and integrated with any other e-commerce platform with minimal efforts i.e. Magento.
- Integrated with any other system.
- UI is template based, hence can easily be customized as per requirements.
- Promotional stores can be created in quick easy steps.
- Custom discount rules can be configured.
- Discount coupon can be generated.
- Easy integration of Google Analytics.
- Multiple Vendor (Supplier) supported.
- Manage Multiple Logistics Partners.
- Vendor's own shipping supported at product level.
- Inbuilt Shipment tracking supported for Logistics Partner like Aramex, Bluedart. (Others can be added easily).
- User role based access to the admin panel.
- Rules in the accounting module can be configured easily.
- Option to assign Payment option at product level.

### **Magento**

Feature list of Magento can be found on below URL.

<http://info.magento.com/rs/magentocommerce/images/magento-feature-list.pdf>

### **Prestashop**

Feature list of Prestashop can be found on below link

<http://www.prestashop.com/en/features>

### **OS Commerce**

Feature list of OS Commerce can be found in below PDF.

[http://fermion.in/oscommerce\\_feature\\_list.pdf](http://fermion.in/oscommerce_feature_list.pdf)

### **Shopify**

Feature list of Shopify can be found on below link.

<http://www.shopify.com/tour/ecommerce-cms>