



# A Garden Equipment Online Store

Launched in 3 months to reach 17 countries

This story began in 2017 when we received a request from a company to transform their catalog website into a full-scale eCommerce platform. At the time, their business operated primarily offline, with no digital sales channel, despite offering professional garden equipment to customers worldwide. While the company's main office sought to establish an online sales presence, dealers resisted the transition, preferring to maintain their traditional offline sales approach.

## Challenge

- Managedealers in one network on the site
- Add a quick and easy way to order online from the closest dealer
- Expand the customer base of dealers
- Synchronize with the internal ERP system
- Create a new sales channel
- Organize delivery and provide equipment installation features for customers

## Business Area

- Equipment

## Services

System integration   Custom development   Design

## Location

- Europe

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Significant effort was required to convince dealers to transition to the online platform. The convenience and efficiency of the eCommerce solution ultimately played a crucial role in their decision to embrace digital sales.

The company representative requested a ready-to-launch eCommerce platform with maximum speed of deployment, prioritizing reliability above all else — regardless of cost. Recognizing the scale and urgency of the project, our team immediately took action, fully committed to delivering a robust and high-performing solution.

To ensure the timely delivery of the solution, the team adopted an Agile methodology, working in sprints to maintain efficiency and flexibility. Tasks were continuously assigned and executed, resulting in the rapid development of a platform featuring 17 localized storefronts, each tailored to a specific country's market.

While the initial request focused on launching a marketplace, a thorough analysis of the project's background revealed that a multi-storefront eCommerce solution would better align with the company's business needs. This approach eliminated the need for dealers to manage individual vendor panels, allowing them to continue using their existing ERP systems, fully synchronized with the new platform. The store now operates on the **CS-Cart platform**, with infrastructure expertly managed by the **Scalesta** hosting team, ensuring optimal performance and seamless dealer and ERP integration.

## Implementing the Project

In this section, we outline the customizations implemented to enhance the project's efficiency and functionality, ensuring seamless operations and optimal performance.

### ✓ Dealer network

The developed platform offers access to storefronts in 17 countries, with each storefront assigned a designated group of dealers. These dealers can process orders and manage deliveries, ensuring efficient operations within their respective regions.

#### ● Dealer Delivery Check and Delivery Radius

The dealer sets the radius within which an order can be delivered. Our code checks on the product page if the given dealer is suitable for delivery within the given radius and assigns the dealer as the nearest one if it is.



- **Assigning a dealer when purchasing a product**

Customers of the online store have two delivery options to choose from, allowing them to select the most convenient method for receiving their orders:

1. Pick up an order in store: customers pick up their orders themselves
2. Delivery to the door: a purchase with home delivery

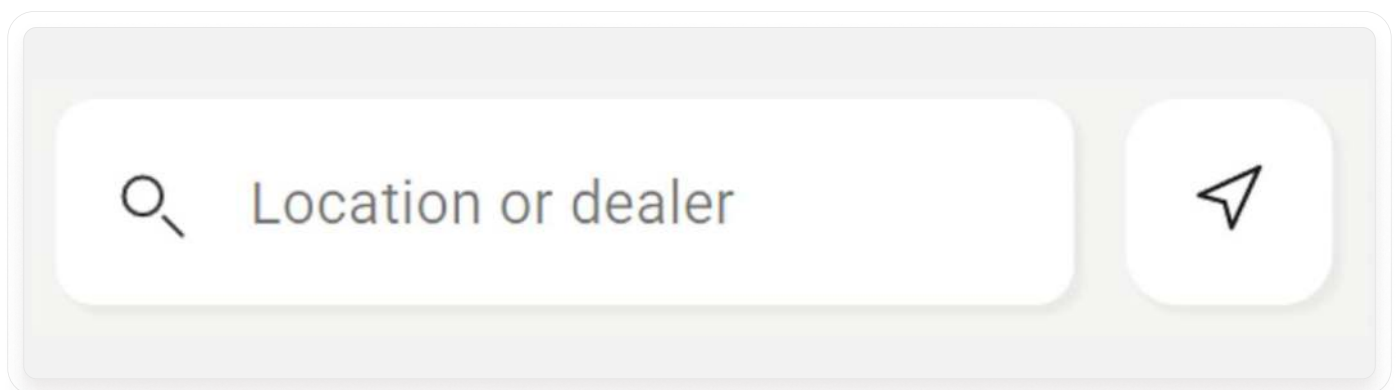
The second option implied a modified workflow:

- Search by dealers: a customer enters a zip code, and a map opens, displaying the nearest dealer who can deliver the selected product
- Dealer auto-assignment: at checkout, the customer enters their address — the nearest dealer is auto-assigned

Administrators can change the dealer zone by editing a dealer or using the dealer import functionality.

- **Dealer search on the map and dealer stock check**

As the store primarily focuses on enhancing the work of dealers, it was decided first to facilitate their location finding for customers. Customers can now choose the nearest dealer through the introduced Dealer Locator functionality. They enter a zip code and receive a list of dealers that match that code.



- **Accounting (Commission Calculation)**

Since dealers are not directly integrated into the platform, a dedicated settlement mechanism was required. To address this, we implemented a commission system that allows the administrator to assign customized commission rates to each dealer. The system automatically generates and transmits settlement files to each dealer's ERP, containing order details, dealer-specific commission rates, tax information, and other relevant data, ensuring seamless financial reconciliation.

- ✓ **Integration with ERP**

- **Product Stock Update and Order Data Exchange**

Dealers do not have direct access to the CS-Cart dashboard; instead, they continue working within their existing ERP system. All store orders are automatically compiled into a structured file and transmitted to the dealers' ERP, notifying them of incoming orders that require processing. Inventory levels are synchronized seamlessly, with scheduled file exchanges ensuring that stock updates in the ERP are accurately reflected in the CS-Cart platform.

- ✓ **Integration with Adyen Payments**

We developed an add-on that allows accepting payments via the Adyen payment system. Our team used webhooks to exchange and synchronize data between two applications automatically.

Following the integration of the new add-on, a new payment method was successfully implemented. The store now supports eCommerce, mobile, and point-of-sale transactions, providing customers with greater flexibility in payment options. Additionally, the system enables customizable invoicing, ensuring seamless financial management and improved transaction processing.

- ✓ **Design Integration**

Our front-end developers integrated the design for the website based on the client's mockups. The whole store including all pages got a refreshed look with cohesive colors and fonts that united 17 storefronts in one style.

## ✓ Infrastructure Setup and Support

We recommended utilizing a managed hosting solution provided by our trusted partner, **Scalesta**, ensuring high performance, robust security, and comprehensive infrastructure support for the project.

Their team established a secure environment for the application while creating and configuring testing, preproduction, and production environments. Additionally, DevOps & SRE specialists implemented a Bitbucket pipeline and fully configured auto-deployment, enabling newly developed code to be seamlessly delivered to the server and instantly accessible to users.

## ✓ Auto-Tests of the Main Functionality

All core functionalities, including checkout operations, undergo automated error checks to ensure stability and reliability. Each new release is accompanied by automated testing, providing instant feedback on whether the test has passed or failed. By implementing automated testing after every release, project owners can be confident that the store's performance remains unaffected by human errors, guaranteeing seamless functionality for users.

## Results



A global project localized for every country storefront with the common design and a handy management system for dealers

## What We Offer

We understand the unique challenges dealer networks face — from managing distributed inventories to ensuring a smooth ordering experience. That's why we design and build custom online stores tailored to the operational needs of your dealership network and your customers.

## About the Company

Simtech Development is a provider of end-to-end eCommerce solutions. Since 2005, we've been building cross-platform applications, conducting UX/UI audits of online stores and marketplaces, optimizing website architecture design, and delivering seamless system integrations to help our clients automate their business and scale efficiently.

### ✓ Key Capabilities

- Scalable development teams
- Full-cycle digital transformation
- Best-in-class eCommerce practices

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### ✓ Services for Dealer Network Automation

- Website architecture planning
- MVP development for distributed online stores
- System integration (ERP, CRM, 1C, etc.)
- Custom development to connect dealer platforms
- Mobile app development
- UI/UX design for dealer and customer journeys
- Quality assurance and testing

Your dealer network deserves a platform built for growth. Let's bring your eCommerce vision to life!

[Get in touch to discuss your project](#)