



ubraine  
UNITED IN SOFTWARE ENGINEERING

*A web-based Ecommerce solution for one of the largest beverage companies in Israel*

Industry: Retail  
Israel



## Customer

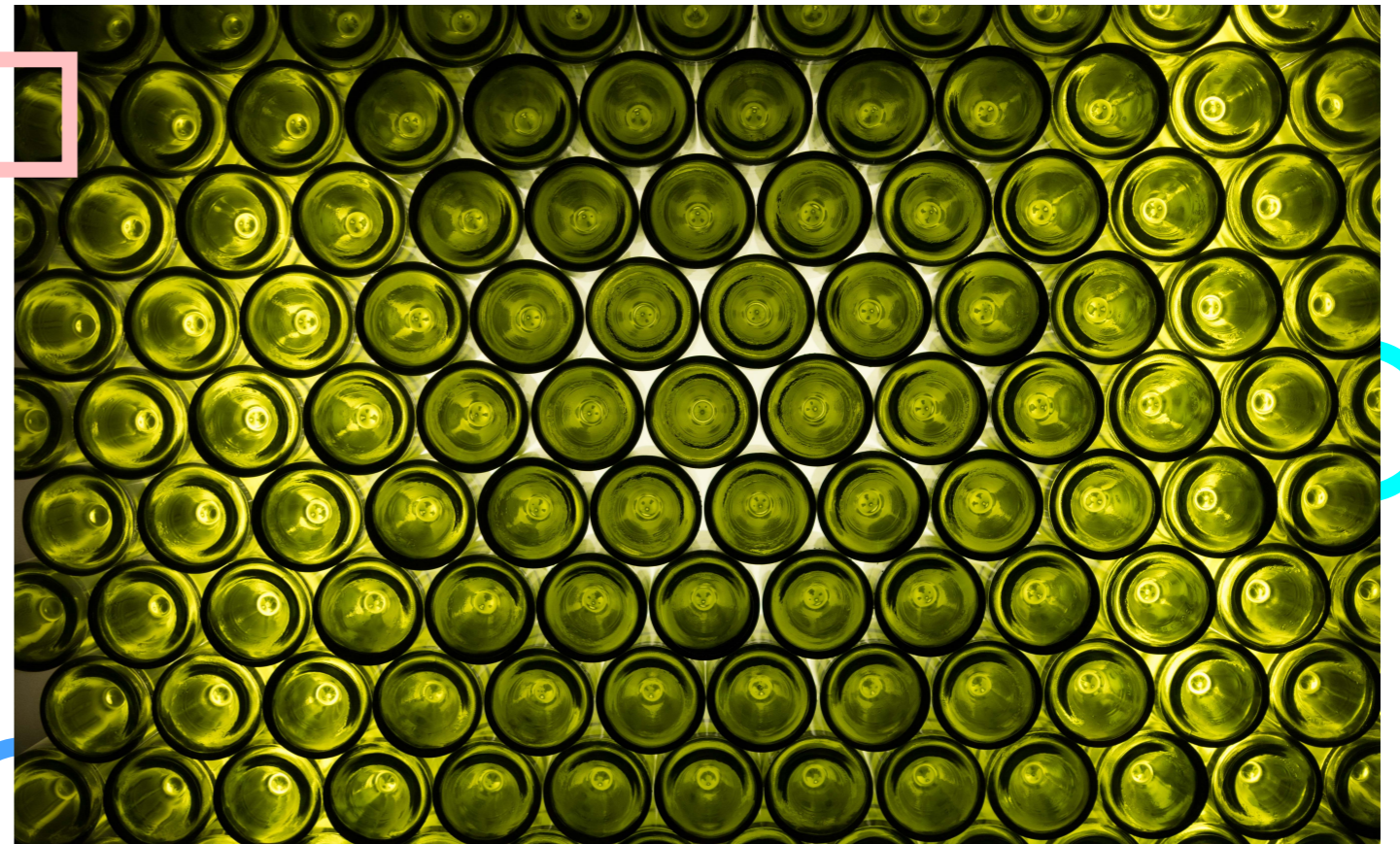
A one of the largest and oldest beverage companies in Israel. The company manufactures and markets all types of beverages.

The company employs about 1,000 people and supplies its products through a nationwide distribution system to approximately eleven thousand direct customers from all market segments.



## Problem

Our task was to create from the scratch a web-based eCommerce platform for listing and selling thousands of goods.



## Services

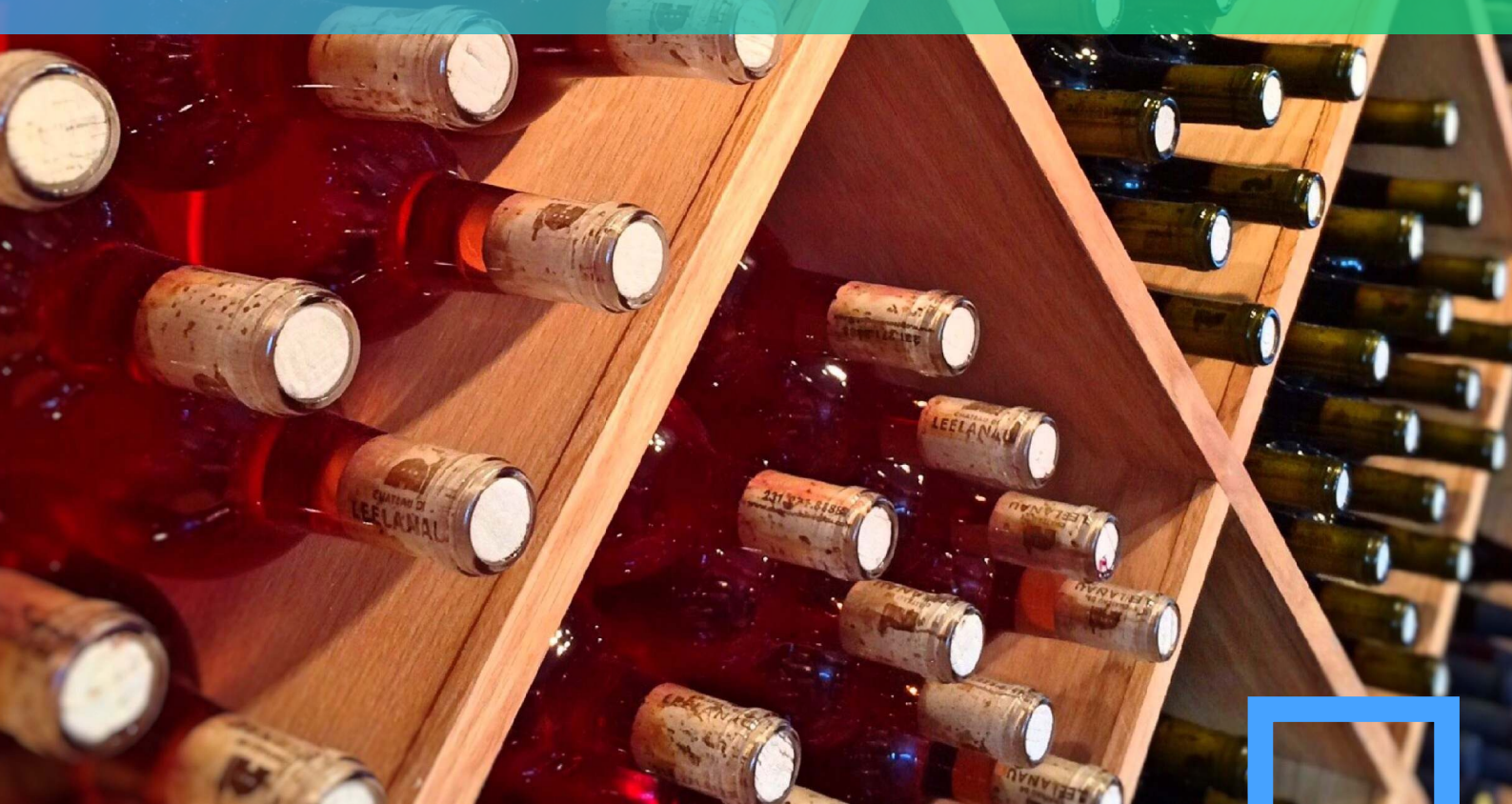
- Software Product Development
- Software QA & Testing
- Web Full-Stack Development
- UX/UI Design

## Team



## Solution

Create an easily replicable web store that facilitates fast growth on the local Israel market with convenient addition of new channels. Construct a platform that supports large numbers of transactions and enables easy management of thousands different products going forward. Include a flexible order management system as part of the solution, allowing full integration of a large supplier base as well as seamless connectivity with warehouse systems.



## Result

The areate solution serves as a flexible platform for the client online store—all hosted in the cloud.

Order Management provides order orchestration as a fully integrated part of the solution and supports future drop shipping operations.

Unique B2B online customer experience with transparent pricing, detailed product search, and convenient ordering. With its extensive product range, numerous product variants, and omnichannel strategy, the created solution is a one-stop shop for technical parts and tools.