CDON

Microsoft .NET

DEVELOPMENT OF ECOMMERCE SOFTWARE
SOLUTIONS FOR THE LEADING ONLINE MARKETPLACE IN THE NORDIC REGION

The goal of CDON was to grow digitally, attract new merchants to their platform, and reach new markets. For this, the client needed user-friendly software that would please online retailers, online consumers, as well as managers responsible for back-office operations. Forbytes built several ecommerce solutions for CDON that facilitated growth and expanded their business online.

ABOUT CDON

CDON is a leading B2B and B2C online marketplace in the Nordic region with millions of products available on their platform. This Sweden-based company offers a wide range of goods, from electronics to media, clothing, and food, with new types being constantly added to the selection. Using the CDON platform, merchants can sell their products to the Nordic audience. Consumers, in turn, use CDON to look for a product, compare offers, and choose the best merchant for the best price.

Client:	Location	Product type:	Team composition:
CDON	Sweden	eCommerce solution development	5 Senior .NET Engineers

- ☐ **Leading online marketplace in the Nordics**
- ☐ **Launched in 1999**
- ☐ **A part of the Qliro Group**

- ☐ **B2B and B2C ecommerce business**
- ☐ **Strives at extraordinary customer experience**
- ☐ **SEK 542.2 million NET sales in 2021**

SCOPE OF THE PROJECT

We worked with CDON for 5 years starting from 2011. CDON maintained a large technical team on their side, which was assisted by several Forbytes backend developers. Both teams focused on providing support to the platform, as well as building and implementing new eCommerce software solutions. They maintained open and effective communication, resulting in high productivity and quality of completed work.

Our main goal was to ensure that CDON offers a high-performant and user-friendly platform for their B2B and B2C clients. For this, we needed to build and improve the platform's features that can facilitate user experience. We integrated a product recommendation system into CDON. The system collects data on the past experience of a user. Based on the data from previous sessions, a user gets personalized product recommendations. This increases the sum of the average check on the platform and helps clients find the needed products quickly and efficiently.

We introduced improvements to help CDON attract more merchants and give them convenient functionality for product import, update, and management. Besides, we needed to make sure that back-office management performs well. To achieve a flawless manager experience, we gave them intuitive functionality on order handling, integrated digital signature for business automation, and streamlined the path they need to take to partner with new merchants.

THEIR CHALLENGES

The client aimed to increase revenue and solidify their presence online. They needed professional help from people expertized in. NET development that could work comfortably with the CDON team and reach the goals set.

CDON wanted to increase the number of people using the platform. This involved their B2B clients (merchants selling products on marketplaces) as well as B2C clients (end users or consumers who buy via the platform).

CDON's goal was to make the business more efficient by automating processes and reducing the amount of required manual work. This would save managers time for more business-oriented and strategic tasks.

Our client-partner CDON aimed to improve the eCommerce customer experience by leveraging the power of .NET technology. The improvements were expected to increase the number of completed orders.

OUR SOLUTIONS

1
Our teams worked together on building a digital marketplace. CDON was able to attract a large number of merchants to their platform, greatly increasing their profits and growing into one of the largest Nordic online marketplaces.

2
Platform improvements and the integration of new functionality helped CDON attract the new B2B and B2C audience. It became easier for a merchant to manage their stock and for a user to find the best offer at the best price.

3
CDON integrated a digital signature tool that automated various back-office processes and reduced the amount of manual work required to establish partnerships with merchants.

4
Improvements in back-office processes (e.g. order handling) and data-driven product recommendations allowed CDON to attract more paying clients and, as a result, increase the overall number of completed orders.

HOW WE ADD VALUE

01. MORE B2B PARTNERS

CDON's digital marketplace provided other merchants with a convenient platform to sell their products, allowing CDON to increase their revenue in the process. The more B2B partners CDON got, the more products they offered to the end user. This increased the popularity of the marketplace in Nordic countries and opened new growth opportunities.

02. EASIER MANAGER'S LIFE

When an ecommerce company grows, the workload and responsibilities of managers also increase. There's a choice: to hire people proportionally to the growth of duties or to automate the manager's work, reduce paper-based tasks, and save money. CDON choose the second. Together with our team, CDON automated the process of working with orders and interacting with clients for managers. Having business automation tools assures that the company keeps growing with no harm to in-house performance.

03. MORE ORDERS COMPLETED

Implementing a product recommendation system and improving various back-office processes enabled CDON to offer a smooth and memorable experience for their clients, resulting in more completed orders. This, in turn, marked an increase in CDON's revenue and enabled the client to consider new markets, countries, and audiences to reach.

04. BUSINESS TRIPS

Our senior .NET developers worked as part of the CDON development team. To improve the professional relationships between Forbytes and CDON, we completed multiple business trips to the client's side during our 5-year-long cooperation. During such trips, we got to know the subtleties of the client's business better and came up with effective ideas on how to facilitate their growth.