

GYMGROSSISTEN



ECOMMERCE DEVELOPMENT FOR THE LEADING ONLINE STORE OF SPORTS PRODUCTS

The Forbytes' software development team provided full technical support for Gymgrossisten. They are well known in the Nordic region for their high-quality products and have been in business for over twenty years. We implemented the newest software solutions and up-to-date retail trends for their e-commerce platform to help the company grow.

ABOUT GYMGROSSISTEN

Gymgrossisten is one of the world's largest e-commerce companies that sells training supplements and sports products. From being a small retailer, Gymgrossisten grew into a big enterprise and has become a leader in the Nordic region with stores in Sweden, Finland, Norway, and Denmark. Veckans Affärer, a local business magazine, has named Gymgrossisten one of Sweden's most successful companies several times.

Client:	Location	Service type:	Team composition:
Gymgrossisten	Sweden	eCommerce software development	3 Magento Developers, 1 QA Engineer, 1 Business Analyst

- ❑ Leading player in the Nordics
- ❑ Nationally-focused sales
- ❑ Operates in Sweden, Finland, Norway, and Denmark
- ❑ Offers more than 15 000 products
- ❑ \$38.1 million revenue
- ❑ Launched in 1996

SCOPE OF THE PROJECT

Forbytes started its partnership with Gymgrossisten by selecting a dedicated team that met all their requirements. Four years of building on and maintaining this successful partnership showed we had been making the right choices. Today, Gymgrossisten's platform is a base for 10 online shops in four countries: Sweden, Finland, Norway, and Denmark. Our dedicated team implemented between one to three releases every week to improve the customer's e-commerce system and help the business grow.



Working with Gymgrossisten began with a migration to the new industry standard platform with the aim to upgrade outdated e-commerce software. The ecommerce platform client used before didn't allow them to introduce improvements and changes to all of their websites. After moving to Magento, the client got an all-in-one ecommerce platform for managing all of their nationally-focused digital channels. This decision made the business more flexible and provided opportunities for further expansion.

We aimed to make sure that the ecommerce platform is performant and can deal with growing traffic. To increase performance, our team integrated the client's software with a third-party cloud service provider. The tool is used for caching and rendering content on static website pages. This reduces the workload on Magento and increases overall performance. Apart from building new features, the Forbytes engineers also customized standard Magento functionality. We built a custom logic for shipping method calculations, added a loyalty program, a product recommendations system, and more.



THEIR CHALLENGES

Gymgrossisten has a growing distribution network, and scalability is one of their priorities. The client needed eCommerce software that would help them grow the number of e-stores, partners, and products offered.

Our client runs the business in several European countries. They wanted to make sure the platform technically corresponds to all international standards and the user data is protected from third-party breaches.

Gymgrossisten aimed to increase the number of mobile users and improve their mobile application to grow sales from this channel.

The client wanted to increase the average check on their websites. For this, they needed to encourage the user to add more products to their shopping carts.

OUR SOLUTIONS

1 During our partnership, Forbytes have facilitated growth for our client-partner. Everything from system migration to a new e-commerce software platform and the integration of a loyalty program was done with this goal in mind.

2 We adapted all systems to fall in line with the General Data Protection Regulation (GDPR) requirements. This included the possibility of exporting personal data and completely removing individuals' details from the system.

3 We provided tech support and improvements to the platform's mobile application and are currently working on improving mobile payments.

4 Our team added a product recommendation system that suggests products based on user behavior. It shows relevant suggestions, motivates users to add products to the cart, and increases earnings for the client.

HOW WE ADD VALUE

01. LOYALTY PROGRAM

Forbytes' developers launched a loyalty program that required deep integration with the system that takes into account all types of discounts, categories of users, and existing varieties of goods. The users participating in the loyalty program get a certain number of points after each purchase depending on the total sum of the order. Then, they can use the points in their next purchases. There's a certain logic for point distribution and the set of conditions under which the program is active. The managers on the client side can use the admin panel to manage the program. .

02.AFFILIATE MARKETING

We implemented a tool for affiliate marketing (a performance-based marketing tool) that helps our client-partner with their business development process. This tool enables Gymgrossisten to earn more customers by partnering with other businesses. We integrated this tool with the client's Magento system and made sure that the managers can use it to intercept the series of events that lead to a new sale and grow their marketing capacities.

03.INTEGRATIONS AND ADDS-ON

Our team integrated Google Tag Manager. It's a tag management system used to gather better website analytics, including AdWords Conversion Tracking, GDN Remarketing, Custom HTML Tags, and other tag templates into the platform. Also, we integrated the Kibana data visualization plugin, which allows the showing of large volumes of data in bars, lines, pie charts, and maps. The plugin can be used as a business analytical tool as well as a tool for analyzing the whole system.

04.GDPR COMPLIANCE

Forbytes' developers adapted the platform to GDPR requirements. Users can feel safe knowing that they have full control over how their personal information is treated. They can get full access to their data, print it, delete it, or anonymize all their personal information. GDPR compliance also regulates sharing of data with third parties. When user data is shared for the purpose of gaining analytics, personal information is encrypted and protected from breaches.