starweb

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HELPING A BIG SAAS PROVIDER IMPROVE THEIR PLATFORM AND ENRICH IT WITH NEW FEATURES

To deliver quality ecommerce services to their customers, Starweb puts a lot of effort into keeping their SaaS platform at the highest level. Several Forbytes' software product engineers joined the Starweb development team in their goal to improve the platform, add new features, and ensure flawless user experience.

ABOUT STARWEB

Starweb is a Sweden-based ecommerce SaaS provider. Using the Starweb software, ecommerce businesses can build and start their online shops, automate order flow, marketing, and other ecommerce processes, and SEO-optimize the stores. There also are plenty of add-ons and integrations that businesses can make use of to make the site more intuitive and performant.

Client:	Location	Service type:	Team composition:
Starweb	Sweden	Dedicated development team	2 Back-End Engineers, 1 Front-End Engineer

- ☐ **Sweden-based ecommerce SaaS company**
- ☐ **Known for strong customer support**
- ☐ **Offers custom design services for their clients**

- ☐ **432 live stores use the Starweb platform**
- ☐ **Home & Garden being a top product category**
- ☐ **25% of their clients sell from 250 to 999 products**

SCOPE OF THE PROJECT

Starweb's in-house development team was looking for a reliable outsourcing partner that could provide them with dedicated team services. Forbytes' software engineers joined Starweb's developers and started working as a single team. Our software development experts provide support and maintenance services for the Starweb platform. They also contribute to building new features and platform add-ons and optimizing their performance. The team leader on our side is responsible for managing the engineers' workflow and planning releases.

Together, we work on improving the platform's architecture and building a new API. Starweb's core functionality is built on monolith architecture, which impacts the platform's performance and slows down data transfer. The API we are developing will form the basis for a new architecture and make the platform easy to maintain and scale. Our software engineers plan to optimize the Starweb platform, update the code, and build new functionality using the API.

The cooperation process is smooth and engaging. Forbytes' software developers built new features for ecommerce businesses that can be added to online stores. For example, the features of quick shop and campaigns. Quick shop enables consumers to buy the product in real-time without leaving the product list page. The campaigns feature allows merchants and managers to group products into campaigns that will be displayed for users in the form of catchy offers like "buy 3 for 4" or "buy 2 and get a discount."

THEIR CHALLENGES

OUR SOLUTIONS

Starweb was in search of a dedicated and expertized software engineering partner. It was important to find a company with vast experience in their focus industry, ecommerce.

Starweb plan to scale, expand their international presence, and target new markets. For this, they need to ensure stable platform performance and its ability to handle growing traffic.

The client used two database instances where the data on ecommerce shops were distributed. They wanted to facilitate the database functioning, get the opportunity to autoscale, and decrease the load on each database.

Starweb wanted to provide their clients with reach e-store functionality that will help them to convert users into shoppers and increase sales.

1 Forbytes offered dedicated development team services for Starweb and provided the client with qualified professionals for backend and frontend enginering. Our developers leverage modern technologies that are future-proof and can replace outdated technologies for better performance and scalability.

2 The use of monolith for the platform's core functionality slowed down the performance and the development of new features. We are building a new API that will lay the ground for the new product version and enable the team to easily maintain the platform under heavy traffic.

3 Our team added a new database instance, AWS Aurora. By adding a new database, we optimized the performance, ensured that the database works well under high load, and changed the setup from static to dynamic.

4 Together with Starweb, Forbytes' engineers continually work on adding new features, add-ons, and plugins to the platform. Among the latest interesting updates, there is quick shop functionality and the function of campaigns.

HOW WE ADD VALUE

01.NEW APPROACH TO RELEASE PLANNING

Our software engineers share the best practices and knowledge with Forbytes' clients. Forbytes' developers initiated the changes in the client's approach to release planning, which made the process more effective and less time-consuming. We moved the release management to GitFlow. After this change, we increased the efficiency of sprints and simplified the development procedures. The time needed for introducing new releases decreased from several days to an hour or even less.
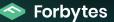
02. TEAM LEADERSHIP

Forbytes' team leader provided full-scale support and guidance for our software engineers. The team leader is responsible for workflow management for our part of the team. He daily communicates with Starweb representatives and takes responsibility for update releases, infrastructure improvements, and other internal processes. The client appreciates our team's responsibility and readiness for challenging work. As a service provider, we also value the trust Starweb puts in us and the flexibility they give.

03. FUTURE-PROOF DELIVERY

We introduce numerous changes to help Starweb scale up without harming the platform's performance. To keep the platform up-to-date, we leverage top-notch technologies that will surely stay relevant in the future. Our software engineers specialize in the most popular technologies for front-end and back-end development, which includes Vue.js, Laravel, PHP, and others. These technologies are in high demand on the market and are implemented in building bug-free and engaging ecommerce solutions.

04. EFFORTLESS TEAM INTEGRATION

Our software developers quickly became part of the Starweb team. They were fully immersed in the business ecosystem of our client, understood the client's needs and peculiarities, and even came up with a few initiatives and development ideas. There was no cultural or communication gap between Forbytes and Starweb. Our employees have a good command of English and implement effective business ethics that helps them maintain transparent and goal-focused communication throughout the whole cooperation process.

FUTURE COOPERATION

Our cooperation is in the active phase; we keep delivering on-demand services to Starweb. Our backend and frontend developers fit in with the Starweb team. Together, our software professionals take on challenges, generate ideas, manage processes, and improve the platform to encourage more users to choose Starweb among competitors. Our current goal is to keep improving the platform's infrastructure. Then, we'll keep adding new exciting features that personalize ecommerce services both for Starweb'sclient and the end consumer.