

# MagentoLive

AUSTRALIA | 2015

# Focusing on Fundamentals: Successfully Launching a Magento Enterprise Site



# Dirk Bellmann

*Applications Manager – Online Systems*



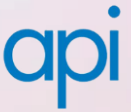
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# Thai Son Nguyen

*Entrepreneur and Partner*



# Australian Pharmaceutical Industries



*Enriching life as the most inspirational choice for health, beauty and wellbeing*



Retail  
420+ stores



**350** ecommerce specialists - providing growth.



## COMMERCE CAPABILITY



Business Consultancy  
UX + Technical  
Platform Expertise

## SCALABILITY & SUSTAINABILITY

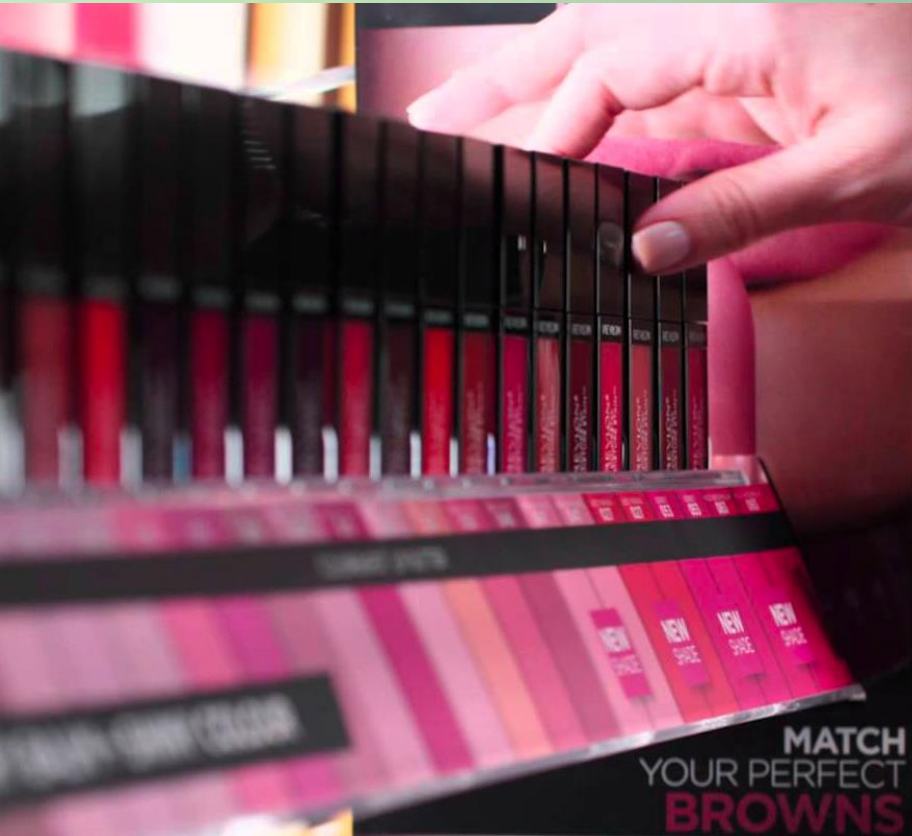


Culture  
Training  
Talent Recruitment

## OPERATIONAL EXCELLENCE



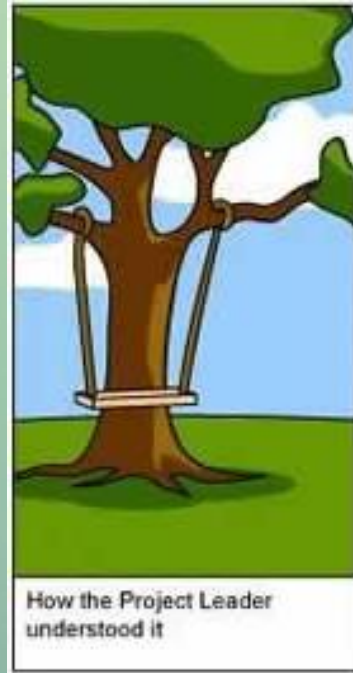
KPIs  
Systems & Tools  
QA Process



- ♥ Responsive site
- ♥ Improved look and feel
- ♥ Easy navigation and improved search functionality
- ♥ Improved Content Management
- ♥ Improved performance and scalability
- ♥ Streamlined Support Processes

# Approach #1

## Well defined requirements and & management of scope





# Tips



Detailed Scoping & Requirements before starting delivery



Define & follow technical standards & project methodology



All assumptions were clearly stated and validated



Planning, planning, planning



Solution Architecture was well defined



Do Proof of Concept to address any technical risks



Get closure on key decisions

# Approach # 2

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**Don't rush the launch.**



# Tips

## Don't start the project until ready & resources are available!



who's doing what?  
are they **committed** ?



are **tools and infrastructure**  
in place ?



**deliverables and dependencies**  
cleared ?



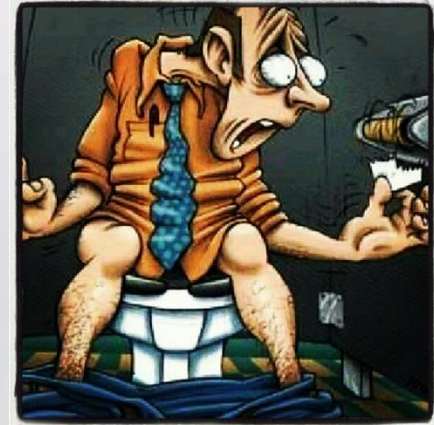
are the **specs and requirements**  
final?



are **milestones** set ?



are **communication and reporting**  
planned?





## Approach # 3

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# One Delivery Team



# Existing Delivery team

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- ♥ Strong in-house development and support capabilities
- ♥ Senior eCommerce project manager
- ♥ Extensive Business engagement
- ♥ Cross-cultural understanding

# Delivery Approach

Model	Challenge
Inhouse	<i>limited capacity</i>
Freelance	<i>resource availability and expensive</i>
Fixed price project	<i>not flexible to change requirements</i>
Offshore team	<i>challenging with business engagement</i>
Augmented team	<i>strong in-house capabilities to manage</i>
Support retainer	<i>not suitable for large implementations</i>

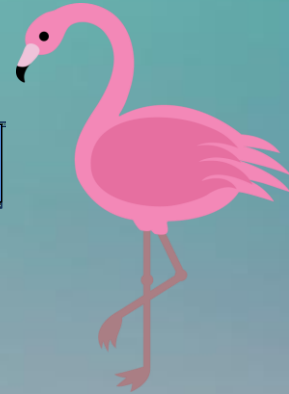
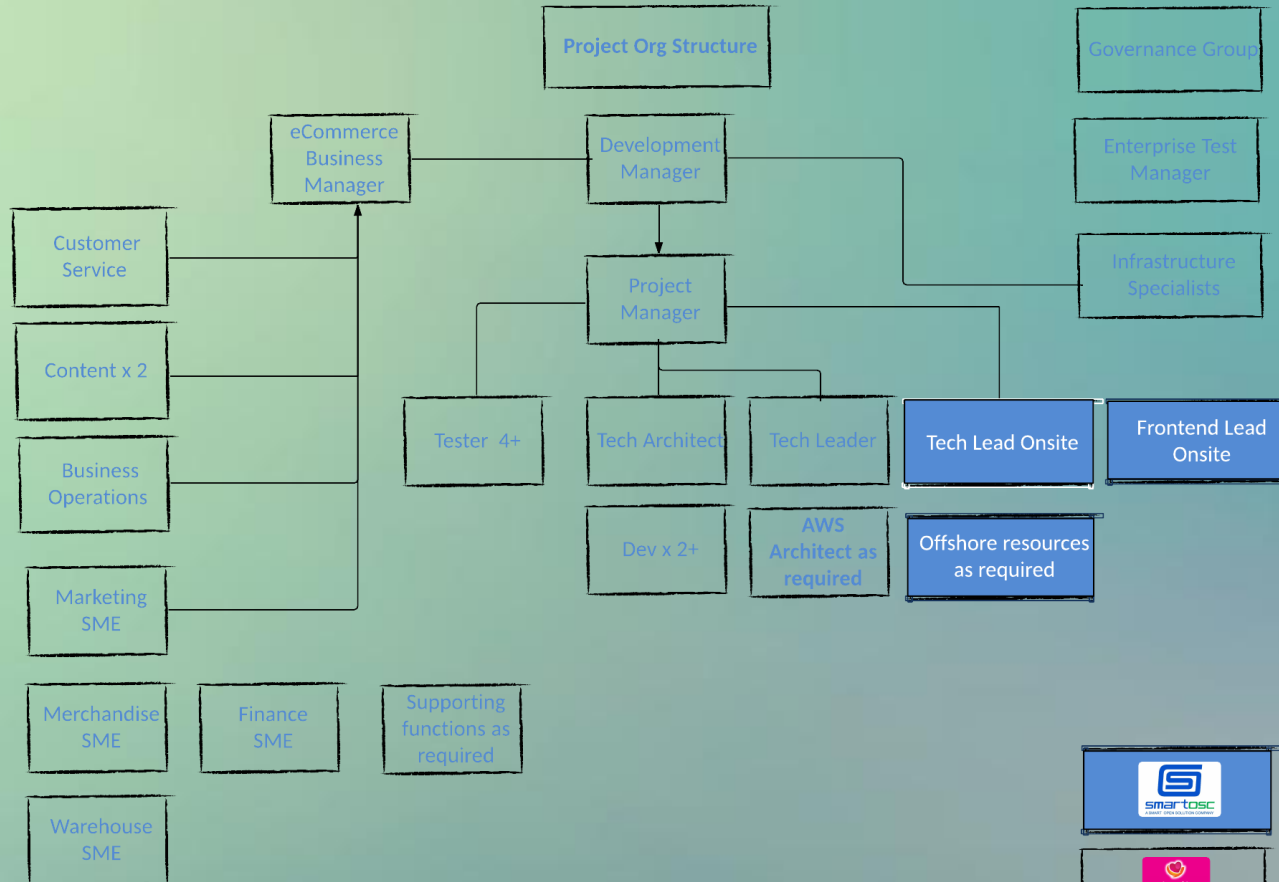
# Key Considerations

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- Colocated vs distributed teams
- Validation of augmented resources
- Flexible resourcing to best align with project demands

**The right talent. At the right time.**

# Project Org Structure

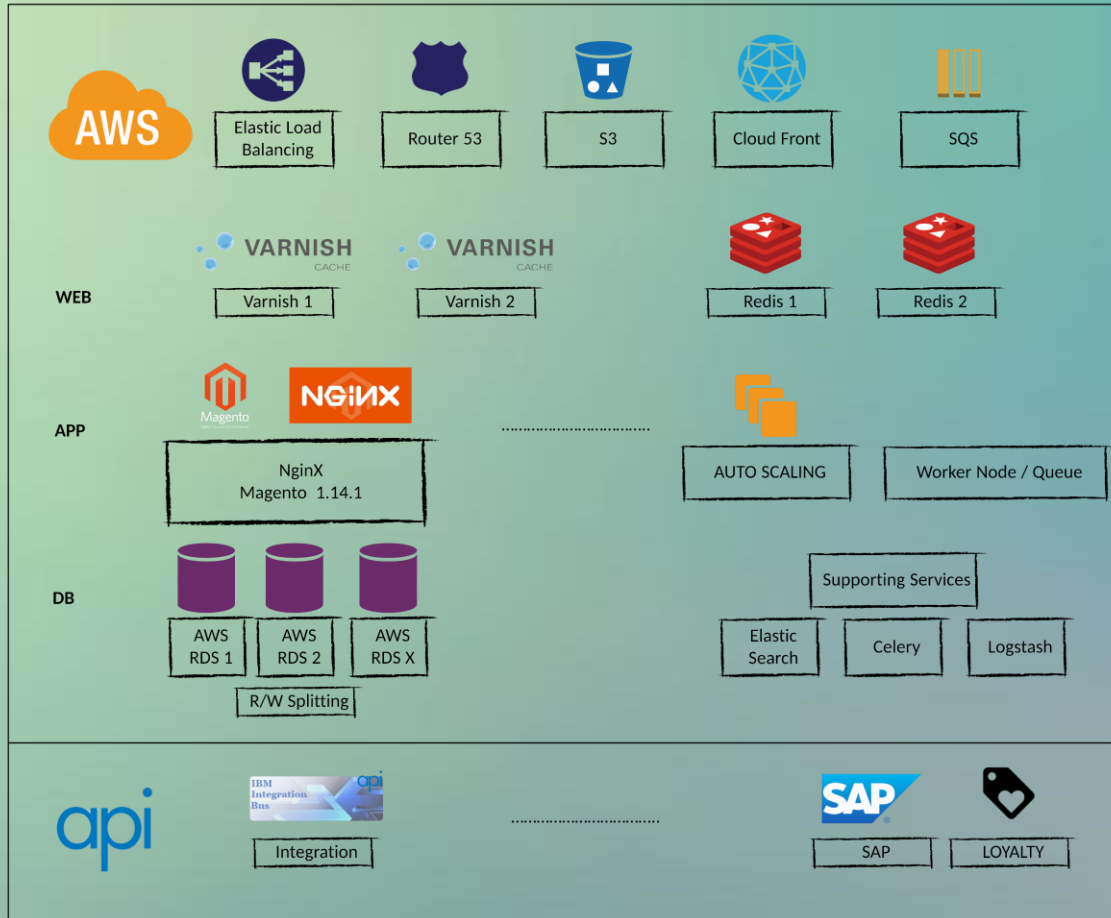




## Approach # 4

# Choosing the right technology partners

# Infrastructure



# Magento Tips

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- ♥ Leverage Magento's capabilities
- ♥ Magento Content Management System
  - ♥ Extended for non HTML editors
  - ♥ Added scheduling for content
  - ♥ Added search capability
  - ♥ 18 default templates & users able to create their own
- ♥ Replace inbuilt Solr Search with Elastic Search
  - ♥ Improved search results
  - ♥ Better availability \ performance \ scalability

# Approach # 5

**Test everything  
and test  
extensively**



# Tips

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- ♥ Extensive Component\Unit testing
- ♥ Continuous Integration has added a lot of value
  - ♥ Tests all our critical checkout, pricing, promotions, returns
- ♥ Comprehensive end to end testing
  - ♥ We went to the extend of shipping test orders
- ♥ Test all scheduled jobs and batch processing
- ♥ Extensive Security testing
- ♥ Extensive load & soak and stress testing



# Business outcomes



**Delivered on time**, on budget meeting all quality measures



The site has **seamlessly supported** all marketing and business activity



**Zero downtime** since launching 4th of August



User feedback has been very positive



Expected mobile usage increase



Far less customer service calls and complaints

Australia's  
**biggest  
beauty  
playground**



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# Questions



# Contact Details

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