



# Company Profile

eCommerce  
& Retail



# Elinext Company Overview

Since **1997**

In custom software development

**7**

Development centers in Europe and Asia

**700+**

In-house employees  
85% are software engineers

**300+**

Clients worldwide



Web & Mobile Apps



UI/UX Design



CRM & Customer Engagement



ERP & Asset Management



IoT & Infrastructure Management



Cloud Computing & SaaS Development



Blockchain



DevOps

# Technologies

## CMS



PrestaShop



Wordpress



Shopware



Magento



Wordpress (WooCommerce)

## Programming languages and frameworks



PHP



Laravel



Symfony

## Payment systems



Stripe



PayPal

ingenico

Ingenico  
(Ogone)



Cybersource



SimplePay



Alipay



PayEx



UnionPay



Buckaroo



Afterpay



Swish



Vipps



WeChat Pay



ePurse



Octopus



FPS



TWINT



Quickpay



SIX



Adyen

## APIs



UPS



USPS



Google Analytics

Google  
Analytics



Google Ads

Google  
Adwords



SendGrid



Mailchimp



QuickBooks

# Quality Certified

Ensured by Elinext Management System:



Certified Quality Management



Certified Information Security Management



Google Cloud Certified



AWS Certified



MS Azure Certified

Proven by dedicated external audits:

- Code Review
- Static Analysis
- Dynamic analysis
- QA and unit-tests
- Continuous Integration
- Rules and processes

Continuous competence development:

- Best-practice and knowledge sharing in onboarding process.
- Professional trainings, including external courses.
- Developer conferences and international hackathons

We develop eCommerce & retail solutions strictly in line with product/process quality and security standards, including:



ISO 9001



ISO 27001



IEC 62443



PCI DSS



GDPR



CCPA



COPPA



ADA

# E-Commerce and Retail Solutions We Excel At

**Online stores**



**eCommerce portals**



**Marketplaces**



**eCommerce CRMs**



**POS systems**



**Mobile eCommerce apps**



**Auction platforms**



**Order fulfillment solutions**



**eCommerce aggregators**



# Automating Core Business Processes

## Customer relationship management

- |  |  |   |
|--|--|---|
| + Proprietary CRM solution                         | + Customer data management                           | + Customer lifetime value (CLV) calculation |
| + Lead management and sales pipeline customization | + Sales reporting and analytics/marketing automation |   |

## Enterprise resource planning

- |                                  |   |                                |
|----------------------------------|---|--------------------------------|
| + Custom ERP systems development | + Off-the-shelf ERP solutions customization and integration | + Real-time inventory tracking |
| + Warehouse management           | + Supply chain management                                   |                                |

## Content management

- |   |  |                              |
|---|--|------------------------------|
| + Hands-on experience with Magento, Wordpress (WooCommerce) | + Product catalog and inventory management | + Shopping cart and checkout |
| + Order tracking and processing                             | + Payment gateway integration              |                              |

# Powering Personalized Customer Experiences

## Engagement and Loyalty

+ Customer segmentation and analysis

+ Loyalty programs, points systems, tiered rewards

+ AI-driven personalized product recommendations

+ Gamification: badges, achievements, games, challenges and contests

+ Personalized discounts and offers

## Predictive Analytics

+ Customer churn prediction

+ Demand prediction and sales forecasting

+ Real-time price adjustment

+ Transaction monitoring and fraud detection

+ Chatbots and AI assistants

## Marketing Automation

+ Multichannel campaign management

+ Campaign analytics and ROI tracking

+ Personalized emails and drip campaigns

+ Social media integration

+ SMS and push notifications

# Innovating for a Competitive Advantage

## AR/VR

- |                                       |                                |                       |
|---------------------------------------|--------------------------------|-----------------------|
| + Immersive product demonstrations    | + Virtual stores and showrooms | + In-store navigation |
| + AR/VR-powered promotional campaigns | + Virtual try-on               |                       |

## Location-Based Services

- |                                   |  |  |
|-----------------------------------|--|--|
| + Beacons for proximity marketing | + Geofencing based on RFID, Wi-Fi, GPS, or cellular data |  |
| + Location-aware mobile apps      | + Store locator tools                                    |  |

## Internet of Things

- |                                     |                                     |                           |
|-------------------------------------|-------------------------------------|---------------------------|
| + Automated inventory replenishment | + Predictive equipment maintenance  | + Automated order picking |
| + Last mile delivery optimization   | + Voice commerce with smart devices |                           |



# Gamification Solution for Retailers Worldwide

The client engaged Elinext to develop a stable, flexible, and scalable solution that uses games to run marketing campaigns and attract people to physical and online stores and eating facilities.

[Learn More ->](#)

## Features

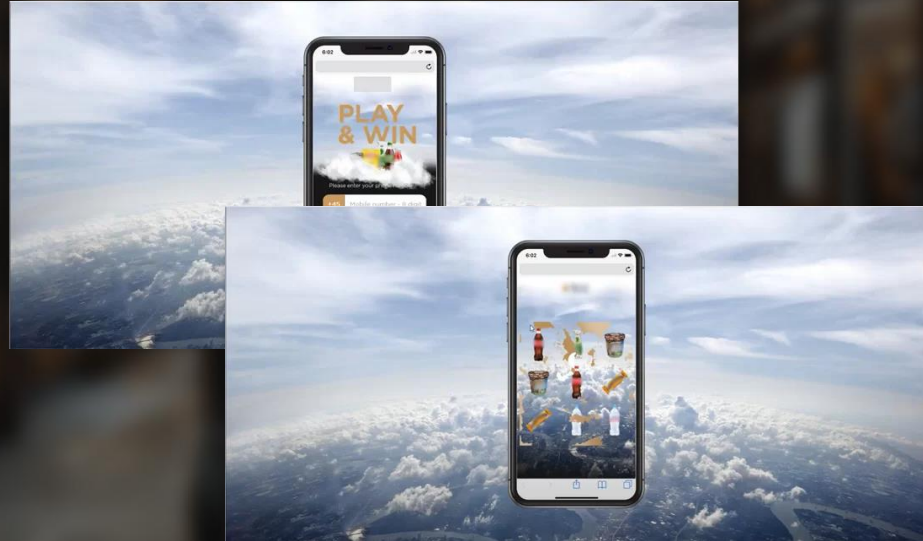
- A management tool that enables full campaign configuration
- Real-time reporting and user activity drill-down analytics
- Customer support module
- Public API for seamless integration with clients' solutions

## Technologies

- |                 |               |
|-----------------|---------------|
| • AZURE         | • ANGULAR     |
| • KUBERNETES    | • KNOCKOUTJS  |
| • C#            | • MS SQL      |
| • ELASTICSEARCH | • JAVA SCRIPT |
| • .NET          | • DOCKER      |

# CLIENT

A marketing agency



# Product Research Platform

The Elinext team stepped up to help the client develop a platform for conducting marketing product research among consumers. To adapt to constantly changing priorities, the team adhered to Lean Startup with Kanban methodology. [Learn More ->](#)

## Features

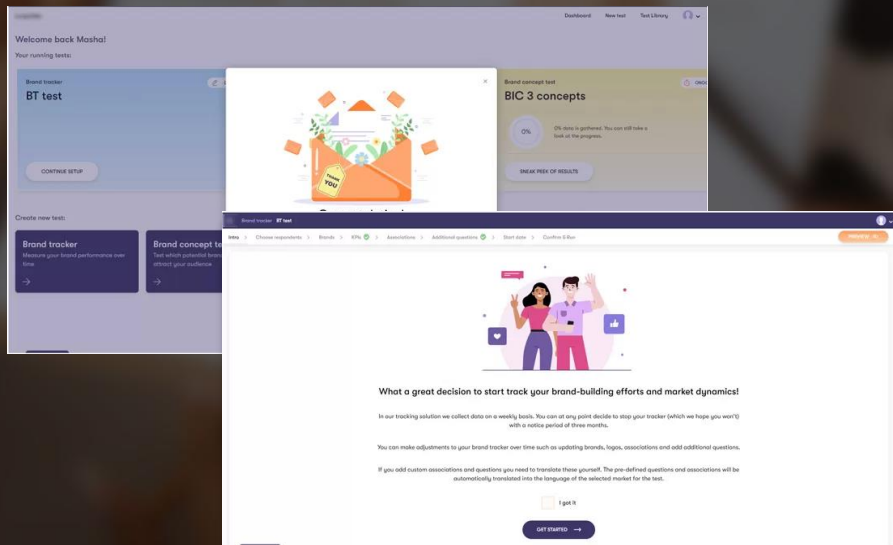
- Creating tests and collecting answers from potential consumers
- Brand concept tests to measure brand attractiveness
- Brand tracker tests to measure brand awareness, customer preferences, etc.
- Charts, graphs, and tables for visually rich reporting

## Technologies

- PRIMENG
- COSMOSDB
- NGXCHARTS
- RXJS
- STRIPE
- .NET
- ELASTICSEARCH
- ANGULAR
- C#
- AMAZON EC2

# CLIENT

A Swedish startup



# B2B Matchmaking Platform for Artisan Retailers

Elinext engineers successfully delivered a B2B platform on time and within the budget. The solution is now one of the largest platforms connecting local retailers and artisans and hosting around 200 users in Germany and all around Europe.

[Learn More ->](#)

## Features

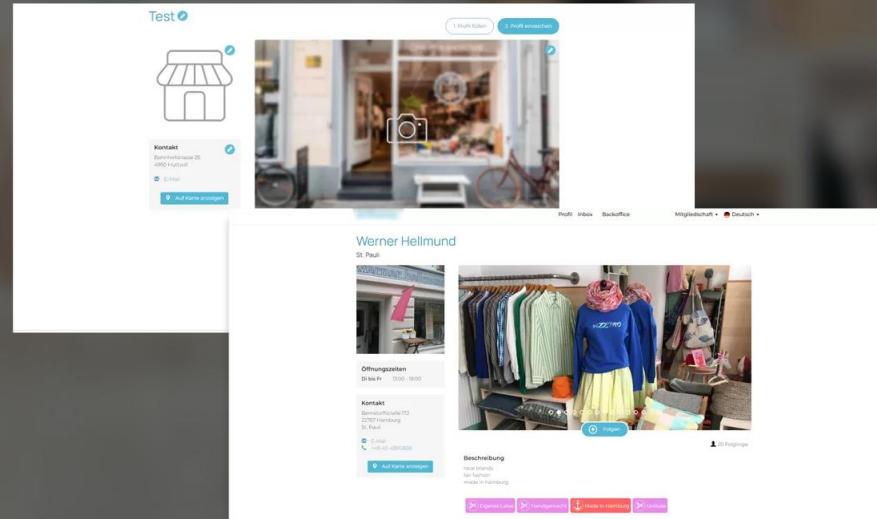
- The retailer space where a retailer can create a profile, set the sector, add product tags, etc.
- Product search based on different filters
- Map integrations
- The artisan space where artisans can set up profiles, publish ads, etc.
- The virtual trade fair to match an artisan and a retailer

## Technologies

- SPRING BOOT
- BOWER
- SPRING
- MYSQL
- ANGULARJS
- GOOGLE MAP API
- REST WEB SERVICES
- LIQUIBASE

## CLIENT

A German startup



# Software for Managing Industrial Equipment Sales

Elinext delivered a top-notch sales management solution that empowers sales reps with all the necessary functionality to streamline their activities. The solution's versatility makes it stand out on the crowded SaaS market.

[Learn More ->](#)

## Features

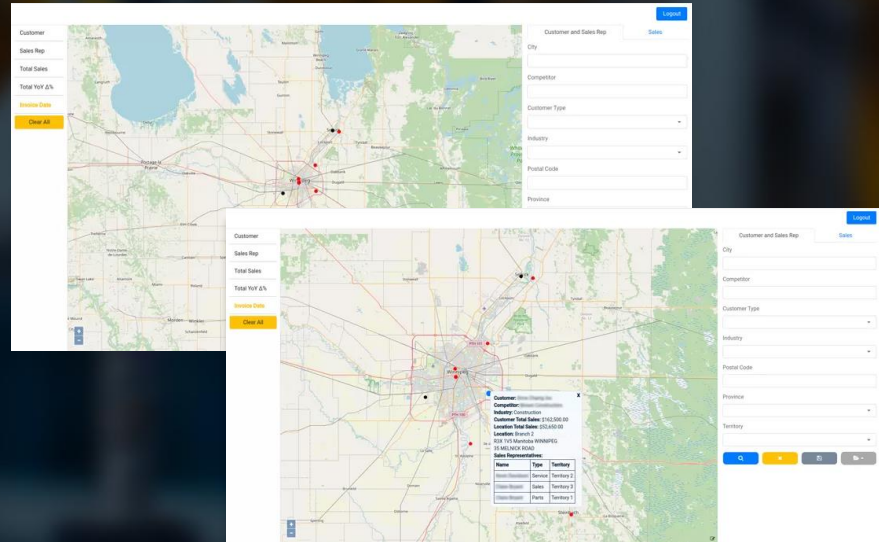
- A map where sales reps can highlight their remit
- A form that allows sales reps to sort the pin drops in their remit by a set of parameters
- Comprehensive search filters
- An easy-to-use admin panel

## Technologies

- JAVA
- SPRING
- GEOCODER
- ANGULAR
- MARIADB

## CLIENT

A Canadian company that provides SaaS services



# Software for Processing Restaurant Orders

Elinext helped a Swiss entrepreneur develop a slick web solution that allows restaurant administrators to take delivery orders from landline calls, processing more orders per shift and increasing customer satisfaction.

[Learn More ->](#)

## Features

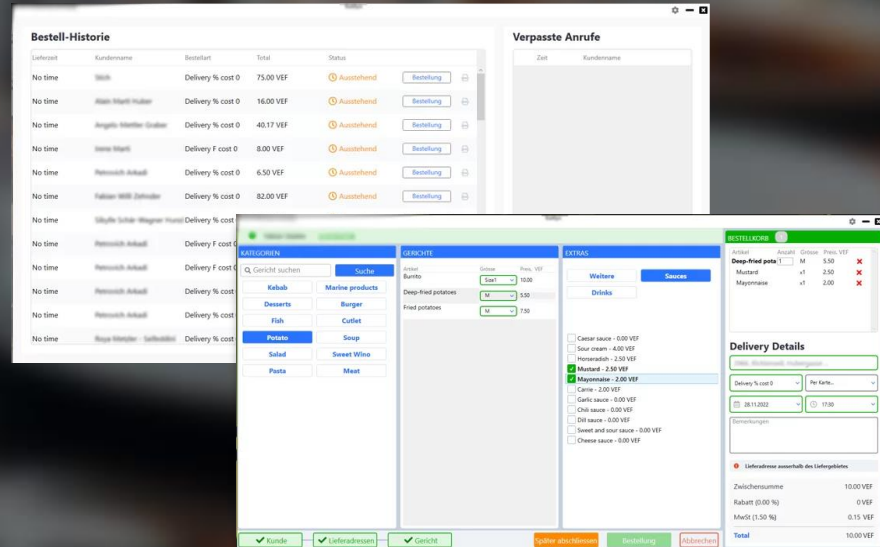
- Setting up menus
- Tracking incoming and missed calls
- Viewing order history for each customer
- Configuring price calculations from delivery areas and order types
- Setting payment methods
- Viewing auto-generated reports on daily restaurant performance

## Technologies

- .NET
- ANGULAR
- MS SQL

# CLIENT

A startup from Switzerland





# E-Commerce Website Builder

The Elinext team joined forces with the client to enhance the solution that allows retailers to set up personal profiles for their store associates on their website. So far, we helped the client to onboard 25 popular retail brands based in North America and Europe.

[Learn More ->](#)

## Features

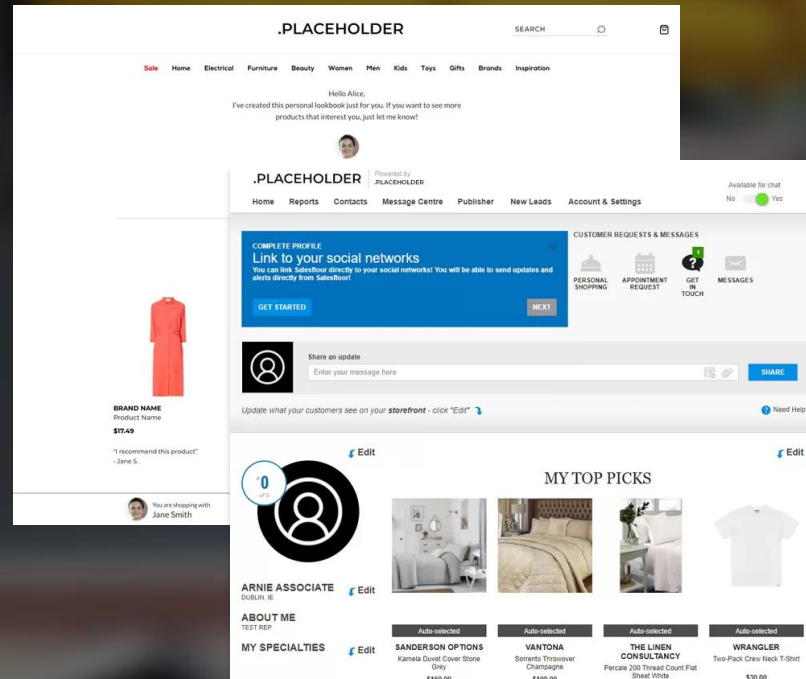
- Branded associates' profiles based on the client's mockups and style guides
- Location-based profiles
- Chat and video call functionality
- Profile management feature
- CRM tools (contact lists, interaction logs, and analytics)

## Technologies

- PHP
- PYTHON
- MYSQL
- HTML
- JAVA SCRIPT
- ANGULARJS
- DYNAMODB

# CLIENT

A Canada-based startup



# Online Used Cars Auction Platform

The project is a car auction platform where B2B clients can sell their cars directly or enlarge a car fleet with cars placed for bidding. Elinext team was tasked to improve the solution performance and expand its functionality. [Learn More ->](#)

## Features

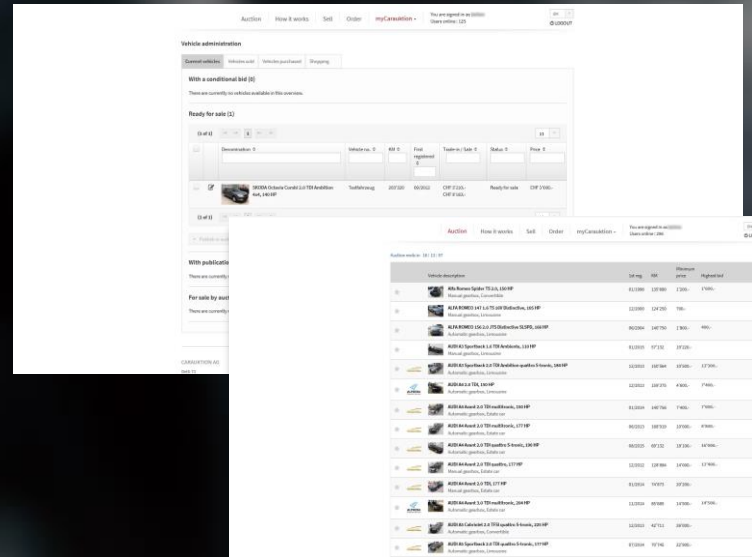
- Adding new features and APIs to extend the list of services.
- Stress testing and existing services optimization.
- Large-scale data migration.
- Comprehensive maintenance and technical support.

## Technologies

- JAVA
- JSF
- GLASSFISH
- MYSQL
- COUCHDB

## CLIENT

A Swiss IT company developing software solutions for automotive industry clients



## Sales Order and Offer System

Elinext assigned two dedicated teams to develop a modern sales order and offer system for a Swiss manufacturer, replacing an inefficient Excel and Visual Basic-based solution with a streamlined, microservices-driven application.

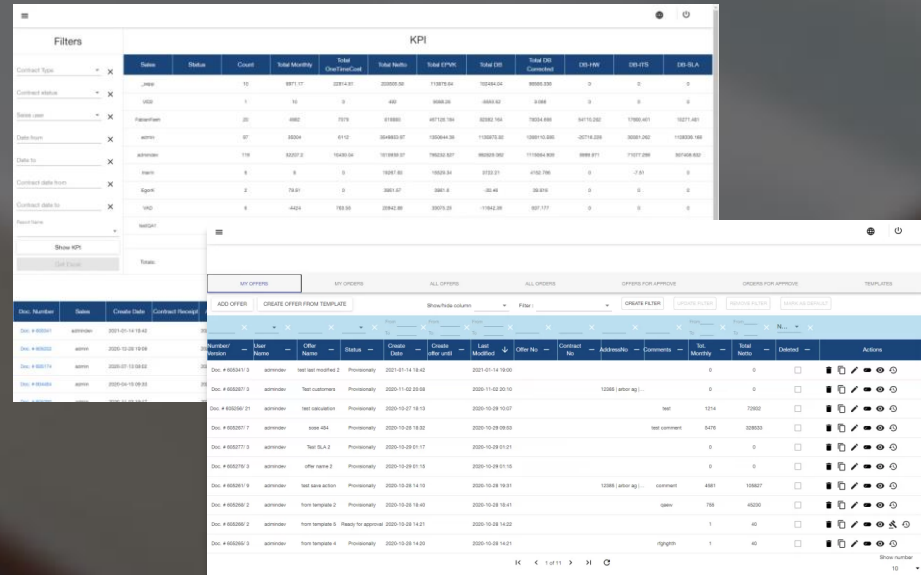
[Learn More ->](#)

### Features

- Comprehensive offer and order management
- Order and offer templates available in German and French
- Role-based access
- Profit and KPI tracking
- Cost-per-page calculations
- Error-solving microservice that resolves non-critical errors from the system

### Technologies

- JAVA
- REACT
- JENKINS
- JAVASCRIPT
- DEVOPS



The screenshot displays the Client Sales Order and Offer System interface. The top section shows a KPI dashboard with various metrics. Below this, there is a table of offers with columns for Offer Number, Status, Create Date, and Contract Number. The table lists several offers, including those for 'Test user modified 2', 'Test customer', 'Test new action', 'Test new template 2', and 'Test new template 3'. Each offer entry includes details such as the offer name, status, creation date, and a list of associated documents.

Offer Number	Status	Create Date	Contract Number
Doc # 0000001	active	2021-01-14 10:42	
Doc # 0000002	active	2020-10-28 10:18	
Doc # 0000003	active	2020-07-10 09:53	
Doc # 0000004	active	2020-04-10 09:53	
Doc # 0000005	active	2020-04-10 09:53	
Doc # 0000006	active	2020-04-10 09:53	
Doc # 0000007	active	2020-04-10 09:53	
Doc # 0000008	active	2020-04-10 09:53	
Doc # 0000009	active	2020-04-10 09:53	
Doc # 0000010	active	2020-04-10 09:53	
Doc # 0000011	active	2020-04-10 09:53	
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Doc # 0000097	active	2020-04-10 09:53	
Doc # 0000098	active	2020-04-10 09:53	
Doc # 0000099	active	2020-04-10 09:53	
Doc # 0000100	active	2020-04-10 09:53	



# Payment Processing Solution for Restaurants

Elinext developed a tablet-based payment system, featuring an app for an Android tablet and a web admin panel. The solution overcomes hardware challenges and enables visitors to order food in a convenient and secure manner.

[Learn More ->](#)

## Features

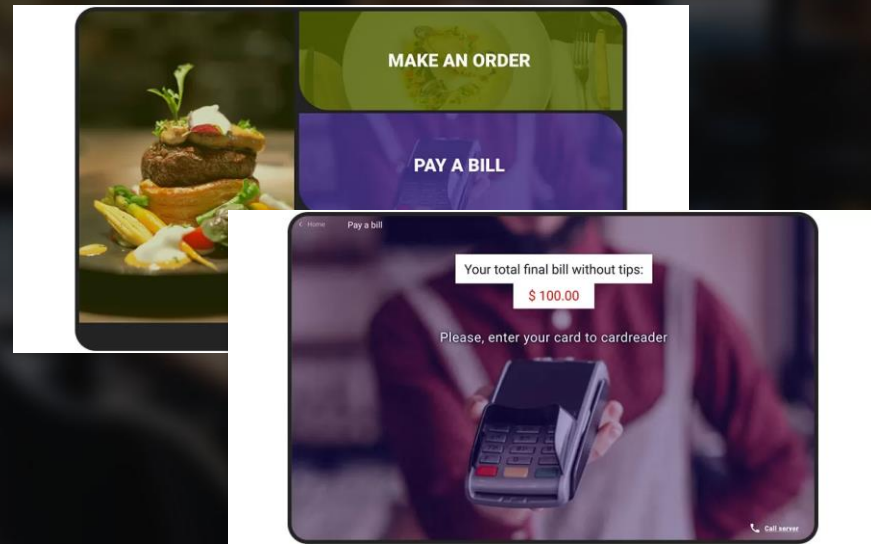
- Android tablet app: menu management, food catalog, shopping cart, split billing, credit card payments, feedback options
- Web admin panel: cafe network management, menu and prices management, multilingual support, and statistics

## Technologies

- JAVA
- .NET
- PAYMENT SDK
- HTML
- CSS
- ANDROID SDK
- JQUERY
- MATERIALIZE CSS
- WEB SOCKETS

# CLIENT

A European startup



# Web Application Development

Within 8 months, the Elinext team has managed to create a unique software solution for selling goods from our customers' online shop that is also helping to promote their selling interior design services.

[Learn More ->](#)

## Features

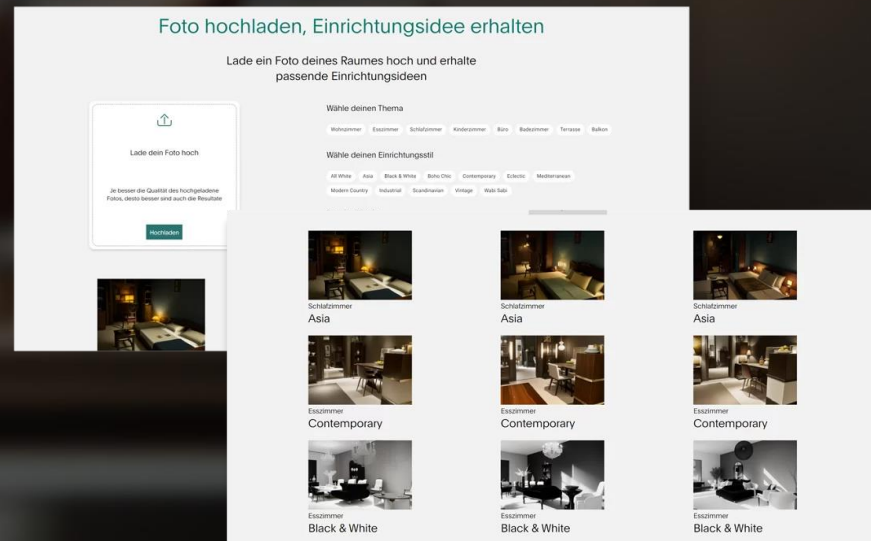
- Creating projects
- Automatic positioning of furniture from the catalog into the uploaded room images
- Rendering and creating the final design
- Object detection and deletion
- Subscriptions

## Technologies

- SQL DB
- THREE.JS
- RXJS
- JAVA 17
- ANGULAR 15
- SPRING FRAMEWORK 3+
- NGRX

## CLIENT

A Swiss interior design studio



# E-Commerce Consumer Electronics Website

Elinext collaborated with a major German electronics retailer to enhance its eCommerce website across desktop and mobile platforms. The project was delivered on time and within budget, boosting functionality and easing the workload for the client's IT department.

[Learn More ->](#)

## Features

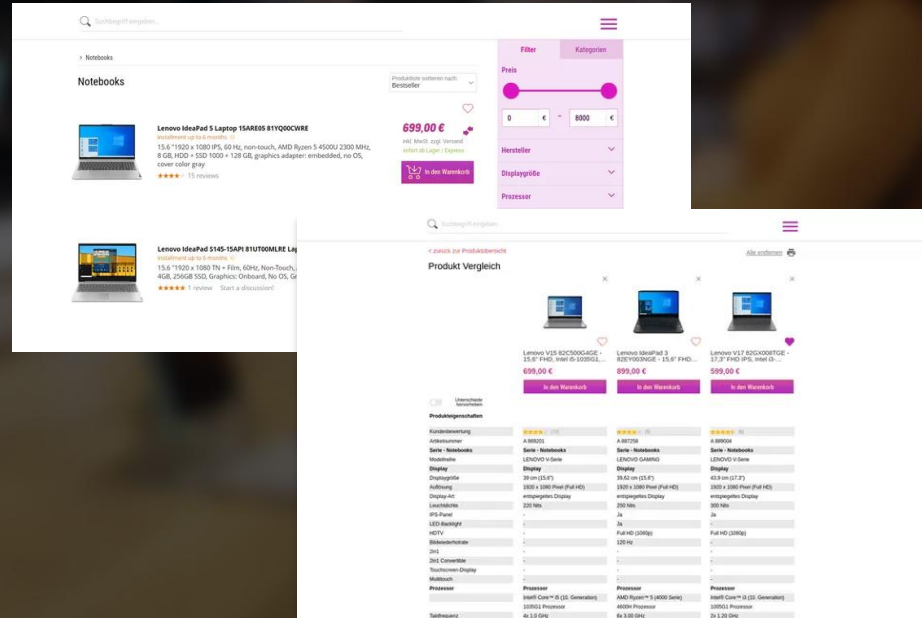
- Product Bundles for creation and management of special offers
- Mask images to show compatible discounted products
- Processor Logos for automatic addition of manufacturer logos
- Brand pages
- Item comparison
- Review filter

## Technologies

- PHP
- JAVASCRIPT
- TYPESCRIPT

## CLIENT

A major electronics retailer from Germany



## Custom Web CRM

Elinext was engaged to build a custom CRM system to help the client manage sales and customer relationships across its three business domains. The Elinext team delivered a microservices-based CRM, complete with a web app and mobile version, to meet both in-house and SaaS needs.

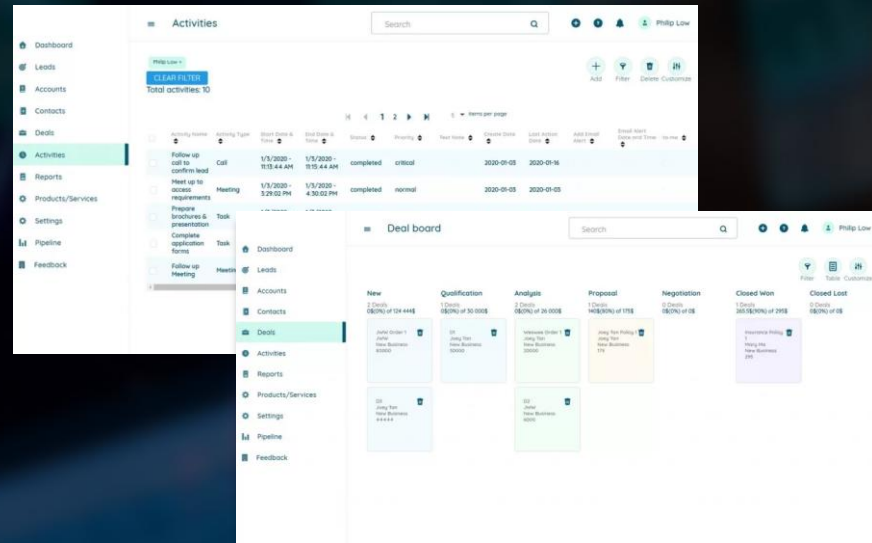
[Learn More ->](#)

### Features

- Customizable UI with dashboards and role-based workflows
- Leads and contacts management
- Document upload with drag-and-drop functionality
- Campaigns Module to track and manage sales activities
- Analytics dashboard

### Technologies

- .NET
- ANGULAR
- AWS
- DEVOPS



# Poshberry Flight Ticket Booking

Elinext partnered with Poshberry to improve its website's security, usability, payment options, and SEO. The project aimed to automate customer processes, including quote requests, credit card payments, and accounting integration, while optimizing the user experience.

[Learn More ->](#)

## Features

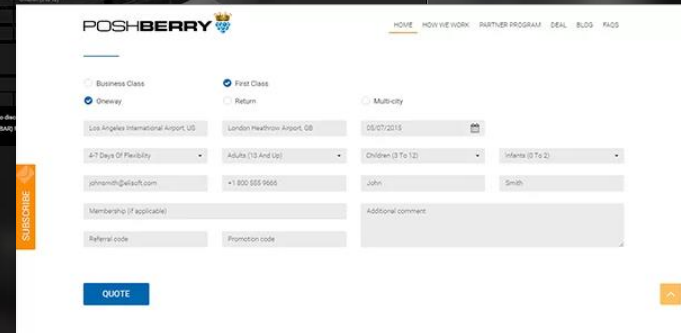
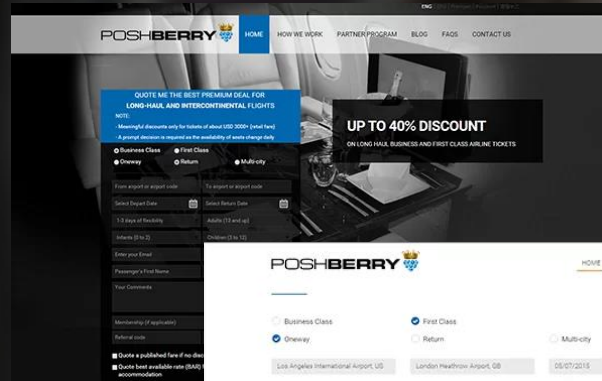
- Admin panel enhancements with new functionality and third-party accounting system integration
- Wirecard payment gateway
- Integration with SSL certificate
- Website performance optimization resulting in a 25% increase in speed

## Technologies

- PHP
- CSS3
- JQUERY

# CLIENT

A luxury travel company



# Blockchain Solution for a Metals Trading Business

The Elinext engineers provided a simple and secure solution for managing private trade agreements. The solution reduces operational errors and redundancies, using a blockchain-based system to ensure data privacy and transparency.

[Learn More ->](#)

## Features

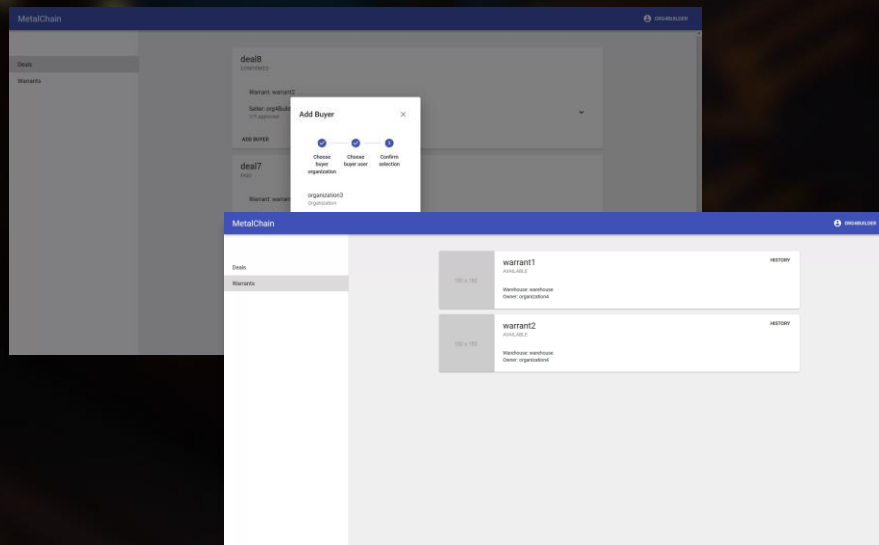
- Organization Builder User Panel for exploring warrants ownership history, managing trade agreements, assigning approvers, etc.
- Organization Approver User Panel for approving assigned deals and exploring warrants ownership history
- Warehouse User Panel for managing warehouse content

## Technologies

- REACT
- NODE.JS
- EXPRESS.JS
- REDUX
- HYPERLEDGER COMPOSER
- HYPERLEDGER FABRIC

# CLIENT

A European company





# Marketing App For Bars And Restaurants

The Elinext team delivered a bar promotion solution, consisting of a website, Android and iOS apps. The solution enables users to discover bars and restaurants by offering a free drink daily through a subscription model.

[Learn More ->](#)

## Features

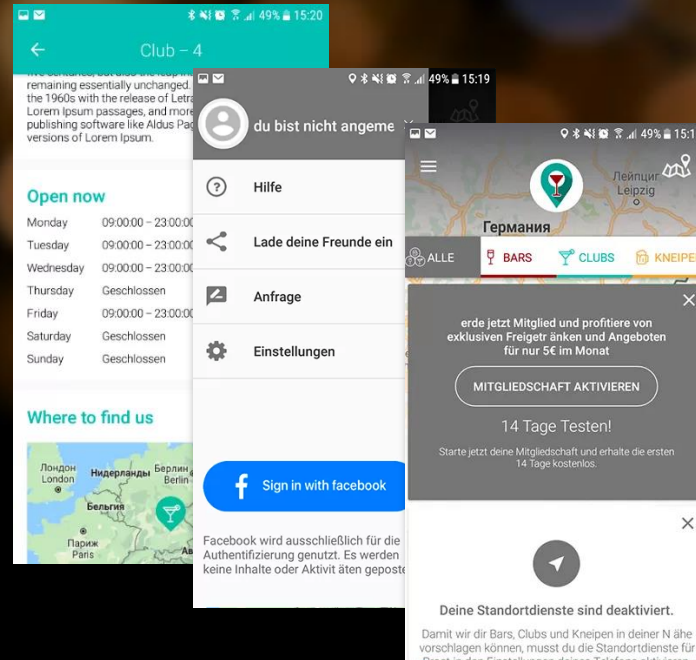
- Admin panel for bar owners to manage their profiles, offers, and event photos
- Mobile apps that let users search for nearby bars, view details, and navigate via location detection
- Payment Integration supporting bank card and PayPal transactions.
- Facebook Integration

## Technologies

- PHP
- LARAVEL
- ANDROID SDK

# CLIENT

A German startup



# E-Commerce Platform for Small Businesses

The Elinext engineers developed a robust native mobile app for the Nearshop platform, enabling local e-merchants to manage their stores on smartphones and tablets

[Learn More ->](#)

## Features

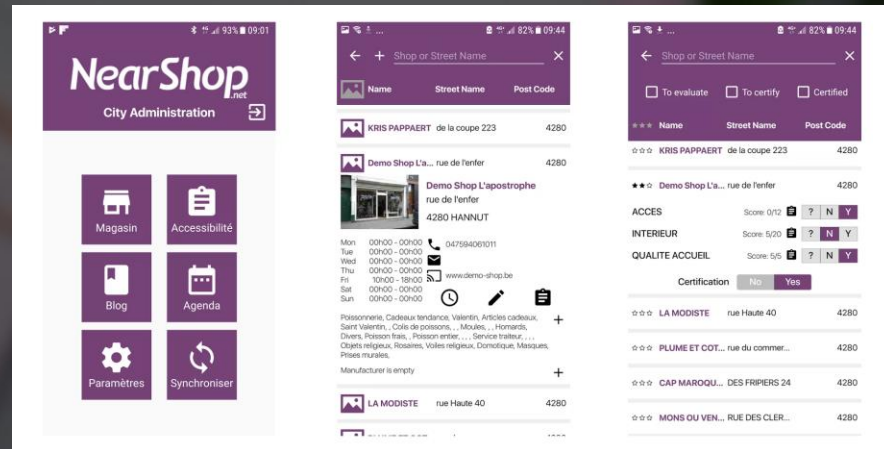
- Inventory management for adding and editing goods
- Determining the level of accessibility for people with limited mobility
- Activity scheduling and program administration
- Blog management
- Mobile synchronization
- Multi-language support

## Technologies

- JAVA
- JSON
- ANDROID SDK
- SQLITE
- REST WEB SERVICES

# CLIENT

A Belgium-based startup





# Hate Speech Detector And FAQ Chatbot

An online store struggling to handle shopper questions and review moderation reached out to us for a solution. We developed two applications: an AI-driven tool that identifies hateful messages with 68% accuracy and a FAQ helper bot that swiftly responds to user inquiries.

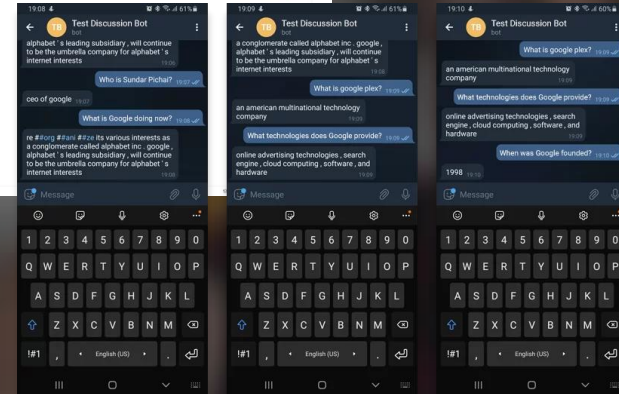
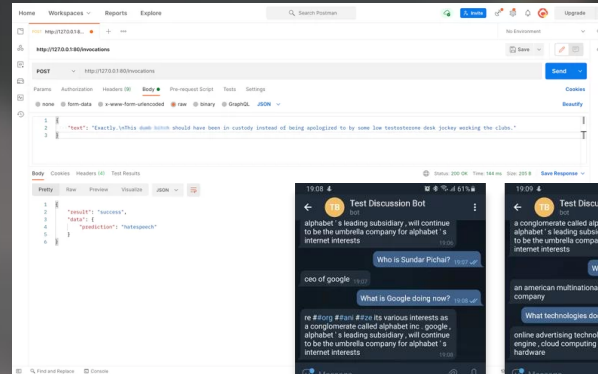
[Learn More ->](#)

## Features

- Training ML model training with open-source AI
- Automated Docker deployment
- Training the bot on a knowledge base
- The ability for administrators to modify, enrich and replace the context

## Technologies

- HATEXPLAIN DATASET
- GPT-2
- GITHUB
- AMAZON EC2
- BERT MODEL
- HTTP API
- TELEGRAM API



## Interactive Promo Game For Pantene Pro-V Brand

The client, a global retailer, aimed to leverage the gamification trend to promote the product and stimulate impulse buying. The Elinext team created an interactive AR game that brings the Pantene Pro-V brand to life. This application is available on iPad2 and iPad3. [Learn More ->](#)

### Features

- AR marker detection for interactive gameplay
- Multiple game levels with engaging videos
- 3D Models for immersive interactions

### Technologies

- UNITY 3D
- 3DS MAX

## CLIENT

A global company



## Interactive Promo Game For Ariel "Deep Down Cleaning" Brand

A global retailer was looking to promote Ariel with Micro Boosters in an innovative way to drive customer engagement and increase the reach. Elinext developed an AR-powered game that uses a T-shirt marker-less system and 3D animations for an immersive experience.

[Learn More ->](#)

### Features

- Unity3D with Vuforia integration for AR functionality
- 3D models and animations to enhance interactivity
- Gameplay with stain avoidance and booster collection
- Automatic snapshot feature to share user photos on Ariel's Facebook page

### Technologies

- UNITY 3D
  - C++
  - C/C++



# QPR: Stock and Inventory App

The project is a cross-platform application for Android, BlackBerry, and iOS that provides store information and allows users to create and submit reports based on available templates.

[Learn More ->](#)

## Features

- Search and store list functionality
- Report creation and submission with template selection and saved reports.
- Photo attachments for reports, with viewing options for submitted reports

## Technologies

- JAVA
- OBJECTIVE-C
- ANDROID SDK
- BLACKBERRY JRE
- MVC-PATTERN
- SQL

# CLIENT

A Canadian chain store



# App for Tracking Orders, Invoices, Trainings Statuses

The client engage Elinext to develop a user-friendly mobile app for iPad that provides users with up-to-date information about goods, facilitates training registration, and enables digital signatures for invoices.

[Learn More ->](#)

## Features

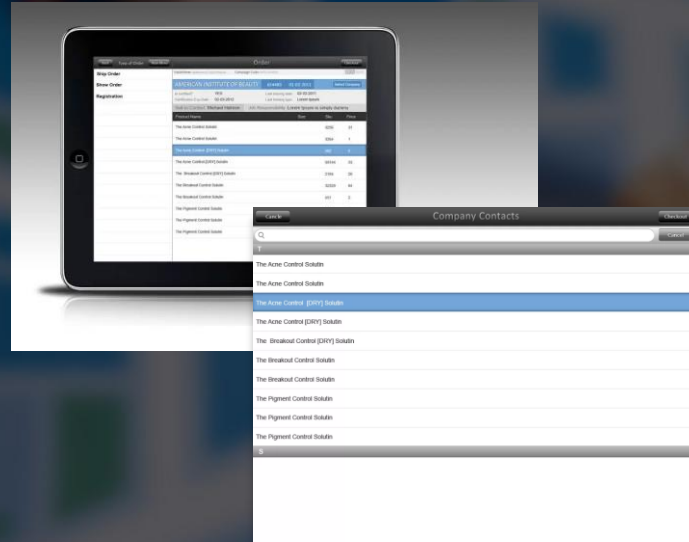
- Differentiation of roles
- Registration for training
- Shipping/reviewing customer orders
- Managing companies/ customers/ contacts/ orders and all their attributes
- Digital signature
- Statistics on orders

## Technologies

- OBJECTIVE-C
- IPHONE SDK

# CLIENT

A European skincare brand



# Ethereum App for E-Commerce

Elinext developed a decentralized e-commerce platform using Ethereum smart contracts to streamline payments. The solution includes a web admin panel and an Android app, enabling secure and fast purchases with Ether (ETH).

[Learn More ->](#)

## Features

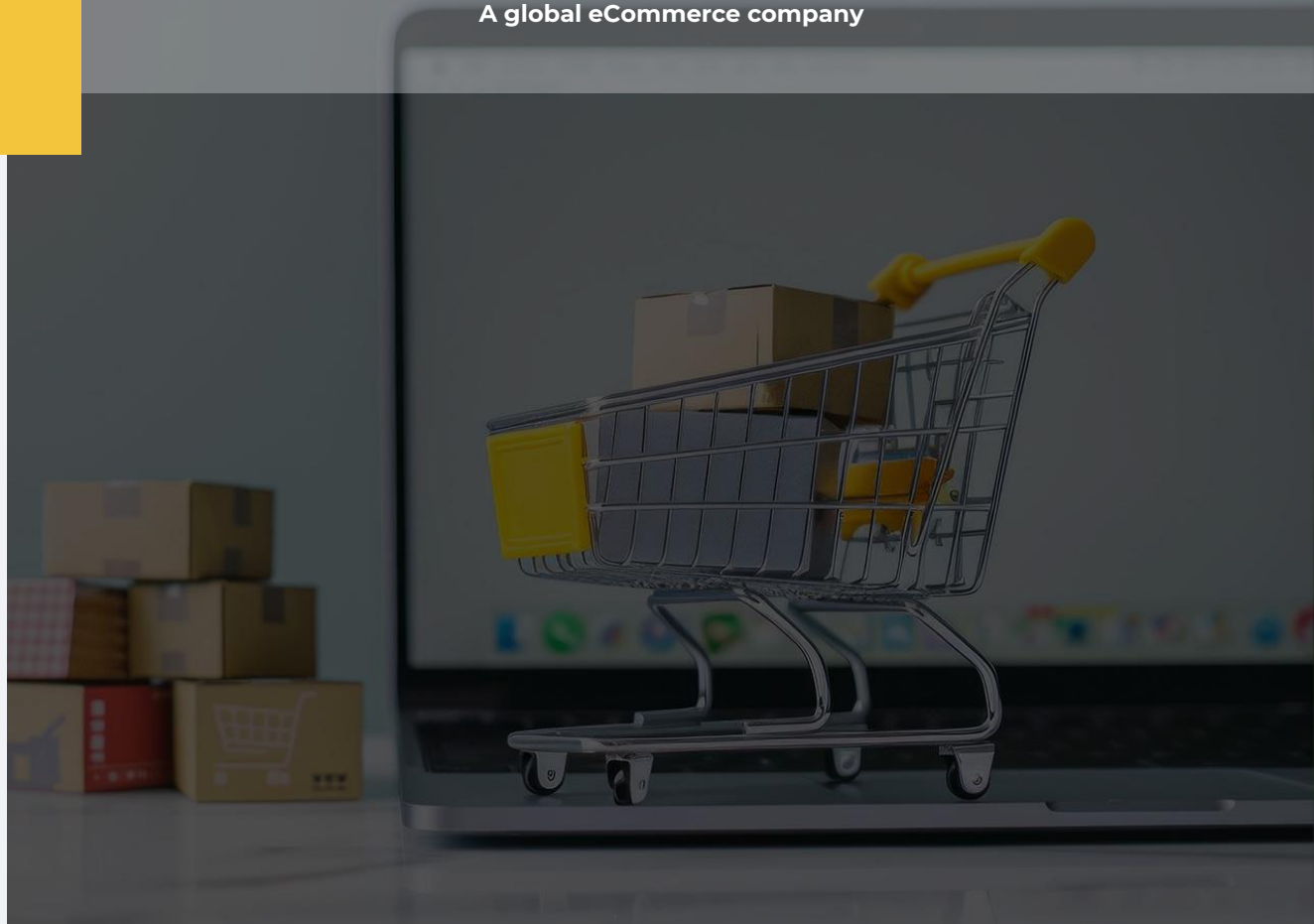
- Ethereum Smart Contract for managing product listings, prices, and transactions
- Web admin panel for adding, removing, and editing products, and managing accounts
- Android app enabling users to purchase products using ETH
- Secure payment processing via Ethereum blockchain

## Technologies

- HTML
- TRUFFLE
- WEB3J
- SOLIDITY
- ZEPPELIN SOLIDITY

# CLIENT

A global eCommerce company





# Predictive Analytics for Demand Forecasting

Elinext ML engineers built a robust ML algorithm for predicting retail demand. The algorithm's accuracy has put Elinext in top ten out of 5,500 participants in the well-known M5 Forecasting Accuracy competition.

[Learn More ->](#)

## Features

- Sourcing retail data and preparing the training dataset
- Analyzing approaches and selecting the best framework
- Building an ML model with almost 30 sets of features (lagged sales values, seasonal effects, price, and more)

## Technologies

- LIGHTGBM
- ARIMA
- PYTHON

# CLIENT

An in-house project



# Integration Server App Development

The Elinext team successfully completed the project on integration middleware between two systems: automatic sending and transforming files into relevant and easily readable formats.

[Learn More ->](#)

## Features

- Outgoing file transfer (collecting the client orders, transforming and mapping data, sending files to partners)
- Incoming file transfer (collecting partner's files, transforming data and sending the result to a client)
- Logging all application events in readable Excel files

## Technologies

- JAVA
- SPRING
- NSSM
- APACHE
- TOMCAT

# CLIENT

A German manufacturer and supplier of medical products



# Discovery Phase For Retail Investors' Platform Development

Elinext was engaged to conduct a discovery phase for an investment platform aimed at providing comprehensive financial and alternative data for both novice and experienced investors.

[Learn More ->](#)

## Features

- General functions: Homepage, about us, contacts and subscription
- User authentication
- Subscription management
- Legal information
- Help section
- Blog
- Subscription section
- Payments integration
- Admin panel

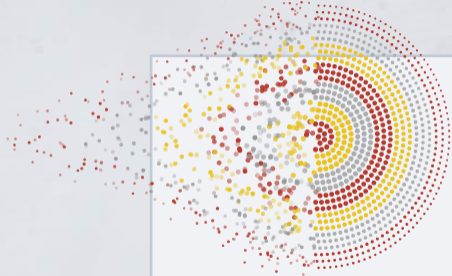
## Technologies

- PHP 8X
- LARAVEL 10X
- NEXT.JS
- AWS
- REACT.JS
- BOOTSTRAP
- MYSQL
- TYPESCRIPT

# CLIENT

A French/Canadian startup

# Solutions We Deliver

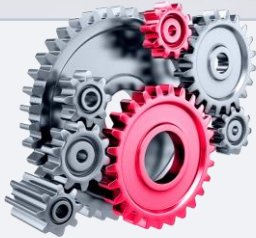


**Data Management  
& Big Data**



**Business Intelligence  
/ Analytics**

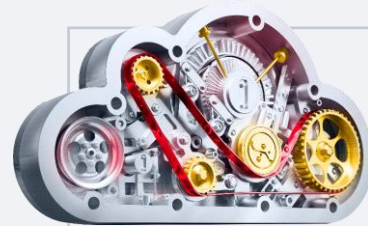
**Artificial  
Intelligence,  
Machine  
Learning,  
Robotic  
Process  
Automation**



**Quality Assurance**



**Internet of Things**



**Cloud-Solutions**

# Cooperation Models

## Fixed Cost

- To freeze project costs having a very detailed scope of work and schedule
- To avoid investing too much time in budget control and project tracking
- To develop an MVP or a small-scale product under \$50,000 USD
- To have a high level of predictability

## Time and Materials

- To be agile and adapt quickly your product to the market demand and internal needs
- To control the project costs and progress but it is difficult to define upfront scope, schedule and scope outlines
- To decrease costs by saving money calculated by the IT vendor for possible project risks

## Dedicated Team

- To extend your team's capacity
- To add specific knowledge or skills to your team
- To speed up your development process quickly
- To rely on the vendor's dev team as if it was sitting in our office



# Quality Delivered by the Team (Agile Model)

## Discovery and Design phase

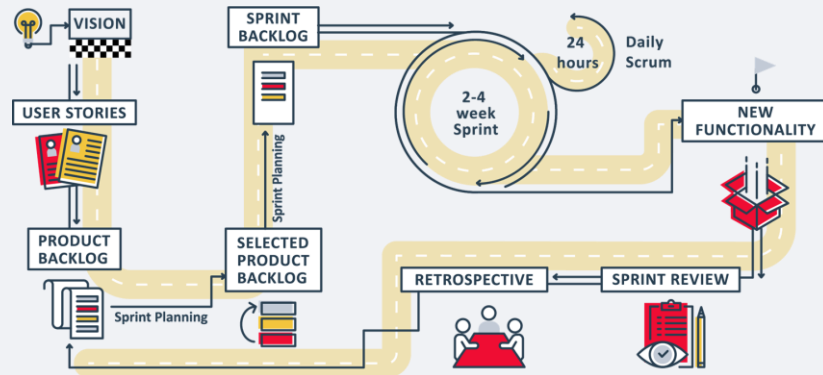
- Team setup
- Plan and prepare
- Refine requirements (Functional and Non-Functional)
- Design
- Architecture
- Infrastructure
- Product backlog

## Development – 1 sprint (1-2 weeks) – recurring till the final delivery

- Sprint backlog and planning
- Feature(s)
- “Ready for Release”
- Sprint backlog and planning
- Feature(s)
- “Ready for Release”

## Initial Analysis of requirements, planning, UI/UX Design (1-4 sprints):

- Proof features and their priority by value and complexity
- Design a truly flexible and future-proof solution
- Plan an effective communication model
- Ensure further possibility to develop several services/ features in parallel





# Let's set up a powerful collaboration!



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