



Sii Poland's collaboration with MODIVO

Case study e-commerce

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Sii E-commerce Team



1. Introduction

In the evolving world of e-commerce, being at the forefront of technological advancements is no longer just an advantage but a necessity. MODIVO S.A., a leading online retailer, faced a challenging technological juncture that required immediate and expert involvement.

Through its strategic partnership with Sii Poland, MODIVO not only overcame its immediate challenges but also established a strong foundation for future growth and scalability. Below, we highlight the specific benefits that this collaboration brought to MODIVO, demonstrating how the right technology partnership can be a game-changer.



Areas of support provided to MODIVO S.A. by Sii Poland:

1

Technological upgrades:

revitalized the existing platform for improved stability and performance.

2

Quick project takeover:

ensured a seamless transition within a two-week timeframe

3

Specialized expertise:

provided a team proficient in Magento 1 and 2 technologies.

4

24/7 maintenance:

offered round-the-clock support for eobuwie.pl site.

5

Operational streamlining:

delivered back-office enhancements, including system migrations, performance evaluations, and training.

6

Marketplace implementation:

supported the launch and customization of a new marketplace platform.

7

Comprehensive solutions:

acted as a one-stop-shop for diverse needs – from project management to technical development.

2. About MODIVO

MODIVO S.A. is a well-established Polish multi-brand company specializing in online sales of footwear, clothes, handbags, and accessories. Being a European e-commerce leader in sales since 2006, they have provided customers with high-quality services, operating from their headquarters in Zielona Góra.

MODIVO S.A. owns the eobuwie.pl trademark, and their e-commerce platform operates in 20 countries

across Europe. The company has gained a reputation for its dedication to its products, professional team, and innovative technological solutions.

MODIVO S.A. prioritizes customer satisfaction and building lasting relationships based on trust with an easy, fast, and secure shopping process. To provide customers with an exceptional shopping experience, they offer express order delivery.

MODIVO in numbers



3. The challenge and collaboration history

In 2021, MODIVO S.A. faced a technology upgrade for its e-commerce platform. Although some parts of the platform were already in place,

further development of the main website, e-obuwie.pl, required technological changes.

To ensure stability and the ability to handle high traffic during peak season, MODIVO sought assistance from a technology partner that would enable the company to scale up, as the team expertise and had certain time constraints.

The goal was to quickly expand and improve the platform, which could not be achieved with MODIVO's team alone. The speed of response and proficiency of Sii Poland were critical factors in the decision-making process for establishing the collaboration.

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— Our task was to completely take over the maintenance of the site, which took us only two weeks, and then to provide continuous maintenance service and streamline the process of handling requests.

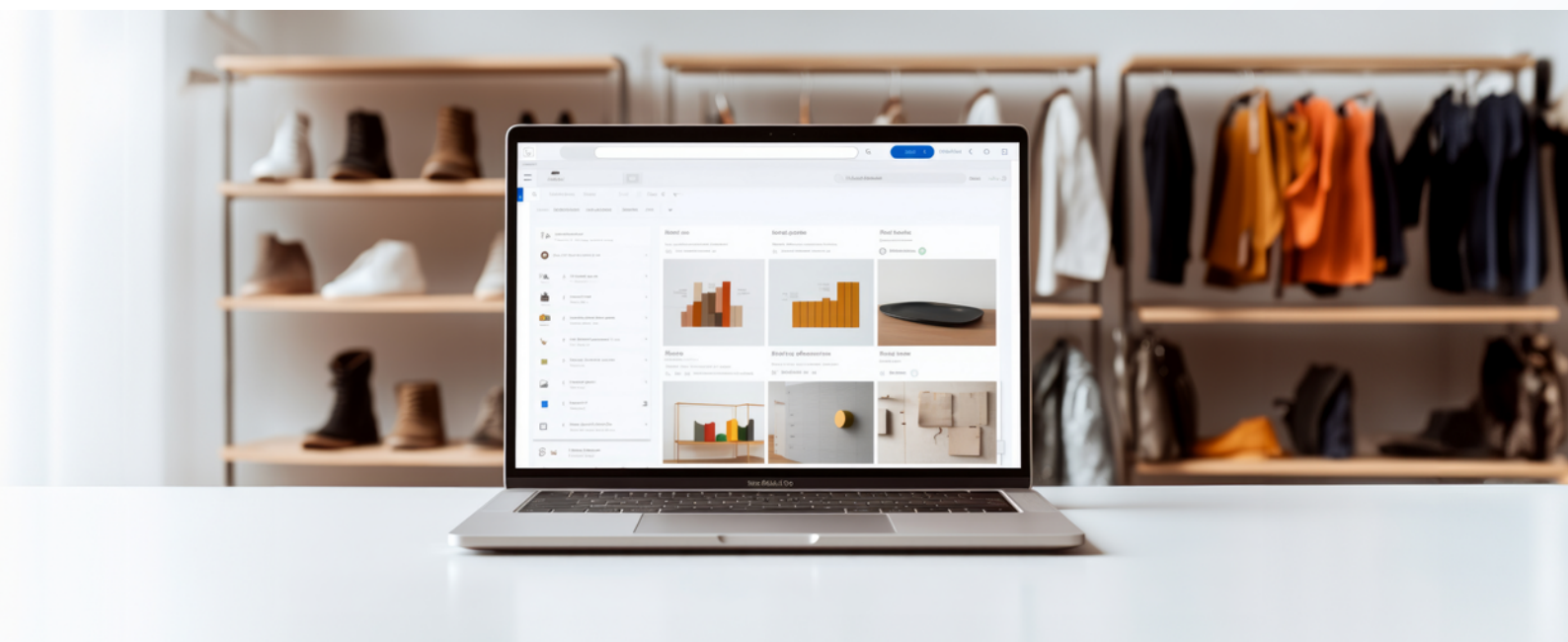
We took full responsibility for the 24/7 maintenance of all e-commerce sites and pages across Europe throughout the year — **says Michal Skrzypczak, Delivery Manager at Sii Poland's E-commerce Competency Center.**

When Sii Poland began working with MODIVO, the experts faced the challenge of taking over a project that another supplier had already started.

This previous supplier was ending their cooperation with MODIVO at the time. It became apparent that MODIVO considered trust in their new contractor crucial.

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— We needed a trusted partner who would be able to take on a rather difficult task — taking over a ready-made service with a 10-year history and maintaining it for the next year, but at the same time fixing errors, running promotional campaigns, that is, the continuous growth of the service — **emphasizes Jakub Kaczmarek, CTO of Modivo S.A.**



4. Support and maintenance of e-obuwie.pl

Sii initially focused on Magento 1 technology, the basis for all the eobuwie.pl sites. It turned out that this technology was critical to the client and required the support of a partner with in-depth expertise.

To maintain the Magento 1 platform for MODIVO, Sii brought in a team consisting of an experienced solution architect and talented PHP and Symfony developers with knowledge of Magento.

As part of the services, Sii also provided a contact center service for the entire e-obuwie platform. The company set up a professional hotline and service

center that functioned effectively as a helpdesk. MODIVO could report any issues and difficulties, regardless of whether they were related to the entire Europe or only Poland. The response from Sii and the problem-solving process were governed by precisely defined Service Level Agreement (SLA) conditions for both the first line of support and subsequent stages of problem-solving.

The Sii team of e-commerce specialists was always available by phone, providing support around the clock.

5. Migration support of e-obuwie.pl

Sii experts assisted MODIVO with migrating their e-commerce platform from Magento 1 to Magento 2. As a part of this process, the team conducted a thorough audit of MODIVO's platform to identify

areas for improvement and weaknesses. Based on the audit results, they developed a specific plan of action to ensure a smooth transition.

Sii Poland's service team had several tasks to complete, including:

- ✓ resolving technology backlogs,
- ✓ rewriting new functionality,
- ✓ configuring the New Relic tool to monitor performance.



Additionally, they integrated a new Product Information Management (PIM system) – Akeneo, which was a significant milestone. Throughout the migration process, the Sii

team was committed to providing MODIVO with the support they needed every step of the way. The goal was to make the migration process as seamless as possible.

6. Sii' Poland's one-stop-shop services for MODIVO

After the audit, Sii received many requests from Modivo regarding maintenance services and direct needs for hiring specialists in a body-leasing model. The range of these demands was comprehensive, covering different areas of expertise.

The team consisted of qualified experts, including:

- Scrum Masters,
- PMO specialists,
- business analysts,
- testers, mobile application developers,
- PHP, front-end developers, and Java developers.

Sii offered Modivo a full range of competencies, underlining its reputation as a comprehensive one-stop-shop service provider.

Within the domain areas, Sii supported the client mainly in the product area, focusing on product card design and presentation aspects. In addition, the

team provided support around e-size.me, MODIVO's ordering department, and played an essential role in implementing the marketplace for MODIVO.



Marcin
Competency Center Director

7. Mirakl Marketplace Platform implementation

Sii Poland supported MODIVO in implementing the Mirakl Marketplace Platform for the Polish market and eventually for other European markets. The team provided technological support in customizing:



order management



returns handling (RMA)



product offerings



payment systems

to integrate with the Mirakl platform. Sii experts helped integrate Mirakl Marketplace orders for vendors, customize vendor order management in Adobe Commerce, and synchronize the Mirakl API with a custom PHP connector, which improved the platform's overall performance and contributed to creating a user-friendly environment. The e-commerce functionalities were carefully redesigned to work

perfectly with the platform's unique business model. To accelerate the go-to-market process, Sii formed a dedicated and diverse team of e-commerce experts who worked continuously to ensure that every aspect of the implementation was flawlessly executed, meeting the client's requirements and exceeding expectations.

8. Back-office areas development

The development of e-commerce platforms was the largest and most demanding project. Still, as a provider of one-stop-shop services, Sii also supported the client in developing back-office competencies, ensuring the streamlining of

corporate processes. These included training for tech leaders in Scrum areas, audits, Jira system migrations, performance evaluations, optimization of Atlassian tools, building a SharePoint intranet for all MODIVO employees, or access management in the Teams area.

8. Results



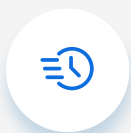
Enhanced platform stability

to handle high peak-period traffic, reduce downtime, and drive sales.



Streamlined customer support

to increase customer satisfaction and loyalty.



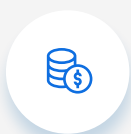
Quick time-to-market

due to a short takeover period and maintenance support.



One-stop-shop services

to save time and effort in coordinating with multiple providers.



Cost-effectiveness

– by outsourcing Magento and back-office support, MODIVO could focus on core business activities.



Scalability

– Magento 2 migration and Marketplace implementation positioned MODIVO for future growth.

Looking for support? Contact Sii!

Find out how you can benefit from our e-commerce expertise and learn about Sii Poland's one-stop-shop offer tailored to your company's needs.

[Visit our website](#)

With over 7 500 specialists, Sii is the leading technology consulting, digital transformation, engineering, and business services vendor in Poland. Sii Poland specialists deliver projects for major companies in many sectors, including automotive, banking and finance, hi-tech, medical, retail, logistics, public, and utilities. Sii Poland has 16 offices in Warsaw, Gdańsk, Wrocław, Poznań, Cracow, Łódź, Lublin, Katowice, Rzeszów, Bydgoszcz, Częstochowa, Piła, Białystok, Gliwice, Szczecin and Toruń.