DISTILLERY

A Leader in the E-Commerce Retailer Space

A prominent leader in the e-commerce retailer space has partnered with Distillery's top team of developers to create platforms that deliver personalized natural and organic products.

Testimonial

"Distillery has been involved in several projects aimed to improve Web, iOS, and Android apps which make it easier for millions of users to maintain a healthy lifestyle to get organic & non-GMO products delivered to their doors."
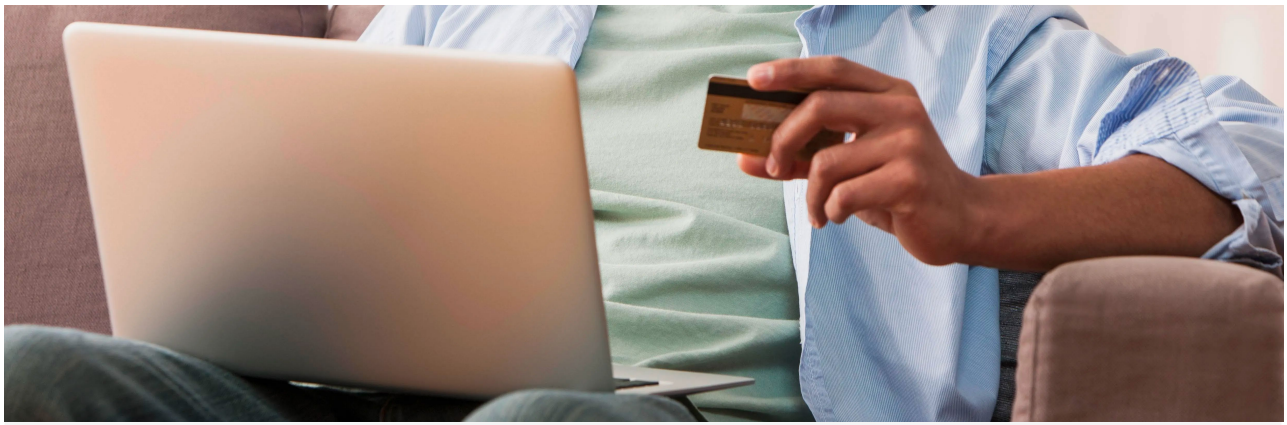
VP of Engineering

Project in numbers

20+ DISTILLERY DEVELOPERS

4 YEARS PARTNERSHIP WITH DISTILLERY

1M+ MEMBERS

TECHNOLOGIES

iOS	**SWIFT**	**ANDROID**	**JAVA**
KOTLIN	**NODE.JS**	**AWS**	**PHP**
MYSQL	**REDIS**	**KUBERNETES**	**SERVICE MESH**
REST API	**PYTHON**	**ELASTIC SEARCH**	**SNOWFLAKE**
DOMO	**REACT**	**KAFKA**	**AIRFLOW**
SPRING	**GO**	**KIBANA**	**NEW RELIC**

WEB / MOBILE WEB

• REACT • REDUX • STYLED-COMPONENT FRAMEWORK / LIBRARY

The company began their relationship with Distillery in 2019. At this time, the idea of hiring remote employees was a new concept to many companies, including this retailer. As somewhat of an experiment, the retailer started by hiring just one engineer from Distillery. After creating a positive working relationship, the company grew their outsourced development team with Distillery in January of 2020. By 2022, the partnership had grown to over 20 developers and engineers. Throughout the relationship, the company and Distillery have worked on several projects to overcome new challenges and deliver exceptional results.

CHALLENGE

WEBSITE EFFICIENCY AND SPEED

Since this e-commerce business operates in a highly competitive market, the quality of their web and mobile apps is extremely important. UX/UI, scalability, and high performance are always priority, as well as fast development to meet business expectations. Since its launch, the company experienced exponential business growth, which was further accelerated by external factors and changes in consumer behavior. As such, it became increasingly important for the website and mobile application to not only function accurately, but with speed and providing a positive user experience.

VALUE DELIVERED

Over the course of roughly 6 months, the team worked together to improve overall user experience. This was done by reducing the amount of code that was downloaded to the network, as well as refactoring the architecture of the site and applications. This was especially important for mobile devices in order to ensure a smoother, more lightweight experience.

Engineers also completed a blog migration from a legacy system to Nexus in an effort to update code and increase page speeds. Along with these updates, a website redesign was implemented to maintain a fresh look and align with the company's brand.

DATA MIGRATION
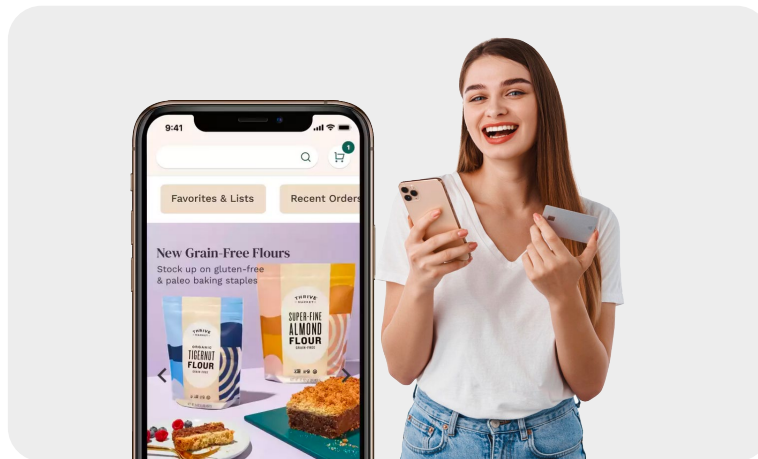
After years of continued growth, the company found it necessary to update their data warehousing technologies. As data grows through the amount of orders, client detail, website interactions, etc., information piles up quickly. The team knew it was time to properly scale to avoid patching their current technologies.

VALUE DELIVERED

Distillery's team of Data Engineers worked for months on this migration, choosing to move from Redshift to Snowflake for cost-related and scalability purposes. This move helped the company continue to use data to help grow their business. In addition, our Data Engineers identified new ways to improve on infrastructure. The migration included adding more security and traceability by adding in both Terraform and Liquibase. Now the team could see how many users were using the database, how data looked at a certain point of time, and determine who was allowed to see what information.

But that was not all. Distillery's Data team was able to provide information to the company's CRM system, such as detailed user information that could be used in targeted marketing campaigns. For example, they could now inform users if a product they were interested in had a price drop. This was a big win for both teams with expectations to reach twice as many users as before.

In order to continue sales and keep their positive momentum with customer growth, the company looked to increase their repeat customer orders and bolster gift cards purchases. The development team knew they needed to update the sales funnel and purchase processes accordingly. With the help of our data engineers and the company's internal UI/UX team, we went to work on adding new features.

VALUE DELIVERED

The engineering team worked to create new checkout features that would aim to increase sales. The first being an option to "Ship Now" when selecting a product, instead of waiting for that next bulk delivery. This feature makes it easier for shoppers to get one-off purchases that they need in a hurry.

Promoting the option for customers to buy gift cards was a goal of the team for multiple reasons. First, it helped to increase overall sales, but even more importantly, it introduced the company to new potential customers or future members. Gift cards were added within the purchase funnel as an option for users checking out.

Another feature that was released in this update was autoship. Autoship allows members to set up repeat shipment of their frequent/repeat purchased grocery items This feature helped the company increase overall sales.

About Distillery

Distillery accelerates innovation through an unyielding approach to nearshore software development. The world's most innovative technology teams choose Distillery to help accelerate strategic innovation, fill a pressing technology gap, and hit mission-critical deadlines. We support essential applications, mobile apps, websites, and eCommerce platforms through the placement of senior, strategic technical leaders and by deploying fully managed technology teams that work intimately alongside our client's in-house development teams.

At Distillery, we're not here to reinvent nearshore software development, we're on a mission to perfect it.

Awards

Inc. 5000   Entrepreneur 360   UpCity™   W3   DRIVENxDESIGN

Have any questions?

WE'RE HAPPY TO ANSWER!

LEARN MORE

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