nagarro

Transforming e-commerce infrastructure to scale

Modernizing and harmonizing more than 600 online shops for Trodat GmbH, a world leader in self-ink stamp manufacturing

CLIENT PROFILE

SECTOR	COMPANY	EMPLOYEES
Retail	Trodat	1650

.Net
Core,
Magneto,
Microsoft Azure,
DevOps

Cloud
services,
Digital Commerce,
Transformation &
Modernization

ABOUT TRODAT

Trodat GmbH is the world's leading manufacturer of self-ink stamps. Headquartered in Wels, Austria, they have crossed the national boundaries and today the Trodat Trotec Group encompasses more than 40 international subsidiaries, with more than 1,650 employees worldwide. The international Trodat Trotec Group's turnover for the calendar year 2018 was € 265 million. Over the years, they have expanded single-mindedly and become the world's market leader in self-inking stamps and dominating engraving, marking, and cutting in the laser area with Trotec.

For more than 20 years, Trodat has been offering its dealers 'uTypia,' a software to sell stamps and other personalized products in the engraving and print sector on the Internet. A dedicated team of experts takes care of the development and operations of uTypia. Meanwhile over 600 e-commerce shops have been rolled out successfully.

9 Month
Project duration

THE CHALLENGE

As the leading solution for online sales and the production of stamps uTypia cooperates with over 600 shops and many of the top 100 companies in the world via web-shops and integrations. The current infrastructure demanded a modernized approach driven by advanced technologies. IT infrastructure operations not being Trodat's core business, they chose Nagarro to modernize, harmonize, and ultimately operate their existing infrastructure. The existing infrastructure required a complete uplift, hence the challenge was to ensure:

• Each web shop is rolled out with standard technology, functionality and configuration with as little effort as possible. Ideally, Trodat's web-shops are deployed at the push of a button.

• With the operations of the infrastructure outsourced 100% to Nagarro, owing to the extensive cloud competence, the online sales does not diminish as a result of the migration of the existing web shops.

• Close collaboration during the implementation phase to adhere to the specifications for the final product laid out by the client.

THE SOLUTION

Nagarro developed a state-of-the-art solution after carefully deliberating the client specification and accompanied it with professional project management throughout the implementation. The newly developed solution includes automated and standardized creation of web-shops in the form of Magento containers. Each new web-shop is rolled out with the individual branding of the sales partner. The configuration or deployment is conducted via a specially developed dashboard.

During the migration of the existing web-shops, user data of the sales partner as well as the end customer data are taken over from the existing web-shop. Based on the predefined specifications in the dashboard and on the entered data, the new shop is set-up and functioning in record time, depending on the configuration. Up to 600 existing web-shops are being migrated step-by-step into the cloud. In addition to the standard e-commerce functionality, the dashboard offers additional pre-tested and pre-approved technical features that can be activated directly via the dashboard, e.g. Magento updates through the 4-eye principle to the productive shops, monitoring of the operation, web-shop scaling, etc.

1. The web-shop infrastructure has been implemented on Azure Kubernetes Services with Azure DevOps and .NET Core and is provided to the customer as an "out-of-the-box" solution.

2. Based on a 'pay-per-shop' principal, Nagarro ensures complete transparency to the client on costs and effort involved for the set-up and roll-out in advance.

3. The other advantage lies in the simple design of Magento updates and extensions, which are now checked by a quality gate before deployment.
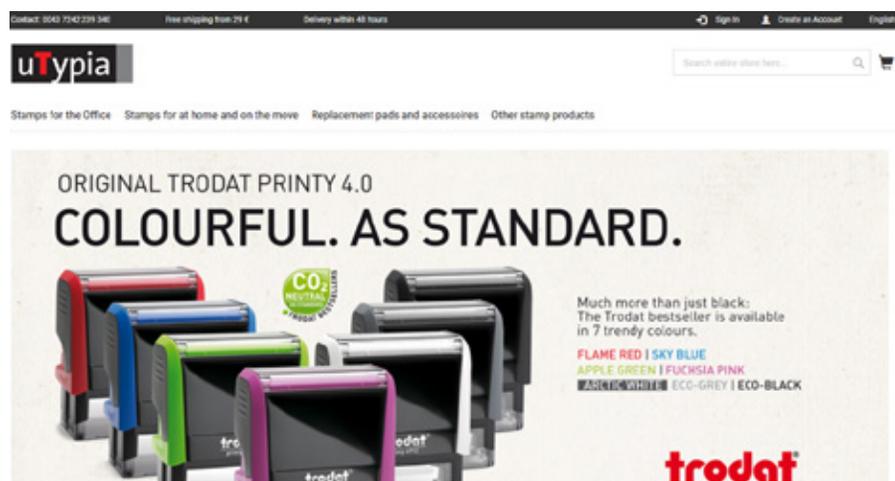
Because of unfortunate experiences in the past with offshore project, Trodat had reservations regarding the successful implementation, therefore considered a local contact person would be ultimately decisive. But, all initial concerns were overcome during the nascent phase thanks to Nagarro's preferred and effective hybrid delivery model. Even the exclusively virtual cooperation with Trodat partners and the Nagarro team globally ran and continues to run smoothly and to the satisfaction of the customers.

Today, around 35 web-shops have already been migrated and the plan is to complete the migration of around 200 B2C web-shops by 2022. Due to the successful cooperation, initial thoughts are being put into collaboration regarding software development, in order to shape the future of Trodat together.

BUSINESS BENEFITS

- Standardization and modernization of the infrastructure, making it highly attractive also for sales partners.
- Improved quality and zero effort required in the ongoing in-house maintenance, with complete ownership to Nagarro experts.
- Web-shop deployment at the push of a button, with a self-service functionality, therefore significantly reducing the time required by the sales partner and Trodat.
- Positive scaling effects due to the hybrid delivery model, but still a local counterpart provided.

CLIENT TESTIMONIAL

> Nagarro's infrastructure services combined with the deployment dashboard enables Trodat to offer our sales partners a new, future-oriented and attractive e-commerce solution for selling stamps and personalized products.

WOLFGANG DENK

HEAD OF INTERNET SERVICES

ABOUT NAGARRO

Nagarro drives technology-led business breakthroughs for industry leaders and challengers. When our clients want to move fast and make things, they turn to us. Today, we are 6,500 experts across 21 countries. Together we form Nagarro, the global services division of Munich-based Allgeier SE.