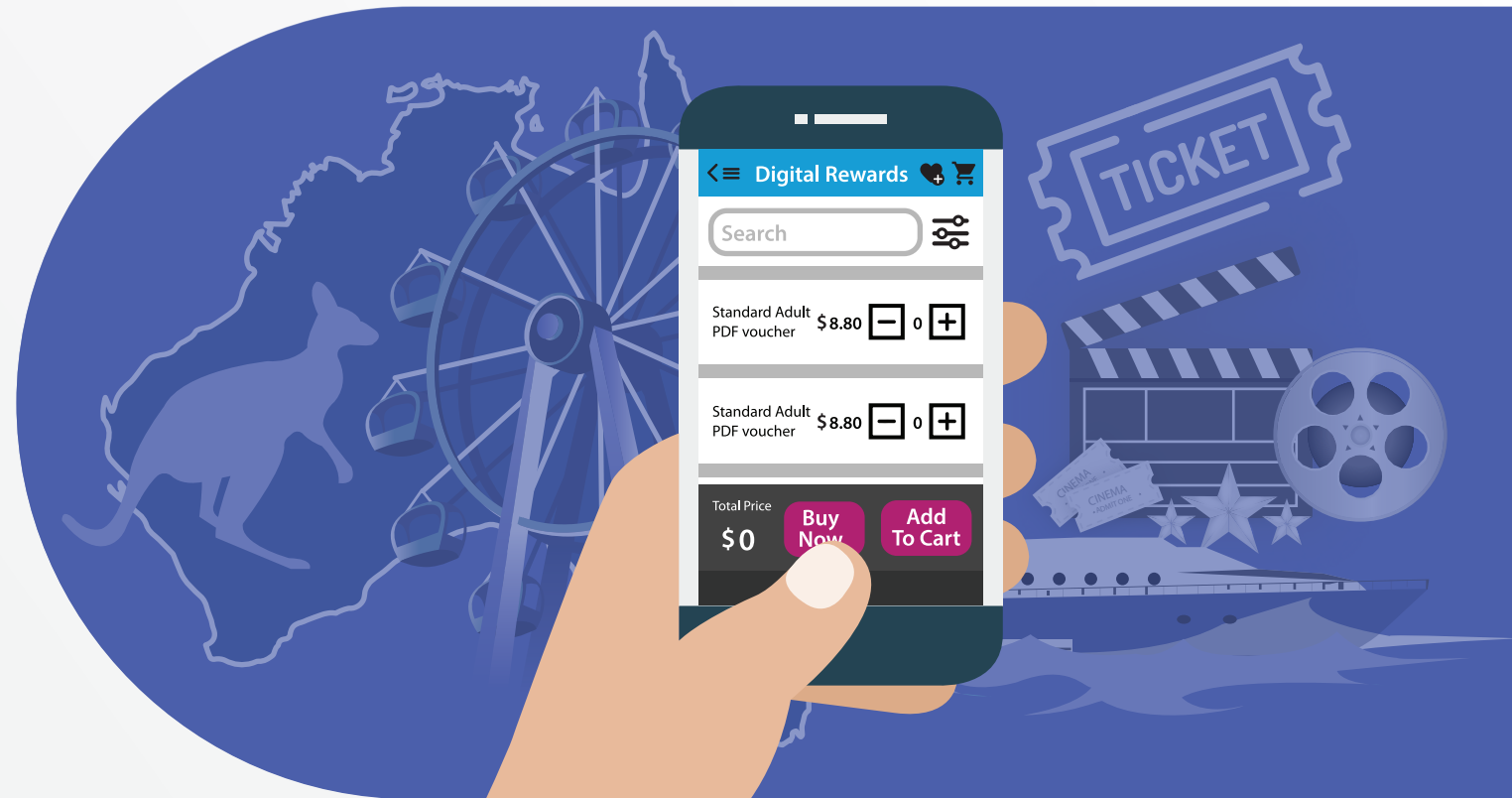




**Elegant MicroWeb**  
Delivering the Value of Technology

# Case Study

**Native Mobile App Integration with Magento Platform for Digital Rewards Business in Australia**



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# Case Study

## Native Mobile App Integration with Magento Platform for Digital Rewards Business in Australia

### The Client

The client is an Australian business that provides digital rewards and products to cater to the diverse needs of its clients in Australia. Its customer base exceeds 6 million members. The customer base is comprised of businesses that subscribe to the service to offer loyalty and reward programs to its employees. Its services include sales of products, e.g., movie tickets, attractions, cruises, theme park tickets, events and consumer items to help clients improve employee satisfaction and expand employee benefits.

### The Objective

Elegant MicroWeb was engaged by the client's IT partner to upgrade and improve its existing Magento-based eCommerce site and build a mobile app to better support its members and provide more seamless integration for employee loyalty and benefits services. The client wished to upgrade its web-based solution to broaden the user base and sales and increase the number of employers and members subscribed to its services.

### The Solution

Elegant MicroWeb designed and developed a mobile app to integrate with the Magento-based eCommerce site, and provide an easy-to-use mobile app to improve user adoption and broaden the client market and subscriber base.

#### The solution includes:

- A Native mobile application for iOS and Android
- Web service on Magento eCommerce platform using Silex framework
- Easy, intuitive and similar user experience across various devices and platforms to sell various products such as movie tickets, attractions, events and some consumable items
- Payment gateway integration with Braintree
- Customer views of order history, payment history, favorites and promotions
- Customized registration flow
- Integrated solution with the current Magento platform (Inventory, sales orders) using Customized API development with Magento



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- Filter products and send notifications by user's location using Geo location function
- Push and proximity notifications Integration
- Admin Interface for App embedded within existing Magento portal

### The Technology

- Web Services
  - Silex - The PHP micro-framework based on the Symfony Components
- Mobile App
  - iOS: iOS 9.x, iPhone 5S, iPhone 5C, iPhone 6, iPhone 6s, iPhone 6 Plus, iPhone 7
  - Android: version > 5.3.x

### Elegant MicroWeb Role

The Elegant MicroWeb team provided support, knowledge and skill in the following areas and activities:

- Requirement understanding and roadmap planning in close consultation with IT team
- Technical feasibility
- Architecture, Development, Maintenance and Support
- Testing, including User Acceptance Testing
- Implementation, integration and support
- Support and Training to IT team

### Conclusion

This Australian business provides digital rewards and products to a customer base that exceeds 6 million members. Customer business subscribers use these services to offer loyalty and reward programs to employees thereby improving employee satisfaction and expanding employee benefits. Elegant MicroWeb was asked to upgrade and improve the existing Magento-based eCommerce site and build a mobile app that would integrate with the Magento platform. The resulting mobile app was designed and developed to integrate with the Magento-based eCommerce site, and provide an easy-to-use mobile app to improve user adoption and broaden the client market and subscriber base. The new mobile app allows the client to better serve its business customers, and by extension, the end-users who enjoy these employee benefits.



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### **Contact Us**

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