

E-commerce. Unified management.

A brand-tailored online store, management system and team tools in one integrated solution.



Platform overview

Capabilities and workflows

Platform capability visualisations with a customised interface design. Images illustrate product management, order processing and team workflows.

INTEGRATED OPERATING MODEL

Centralised commerce management. Product catalogue, orders, inventory, customer communication and personnel workflows on one platform.

Core platform capabilities

The solution combines an online store, multilingual content management and shared inventory for online and physical retail.

Responsive online store

Product catalogue with search, filters, variants, favourites, shopping cart, discount codes and gift cards.

languages in one content system

German, French, Italian, Spanish and English in one content management workflow. The language combination is tailored to each client's target markets.

One inventory

Online orders, in-store sales, goods receiving and stocktaking use the same inventory.

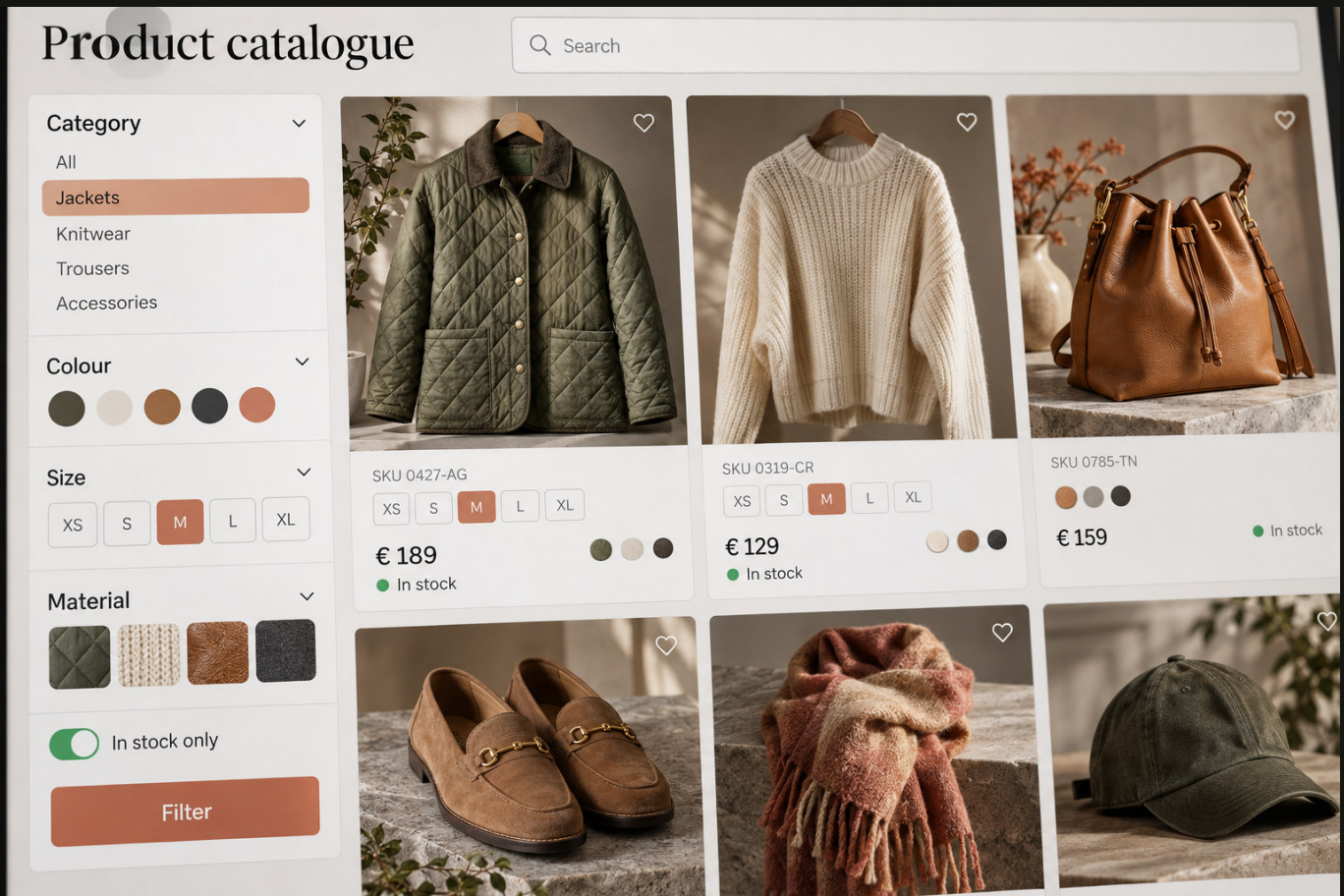


Product selection and checkout

Product browsing, variant selection and checkout are optimised for mobile devices and desktop computers.

- Responsive homepage and storefront
- Multi-parameter product filtering

- Colour and size variants with stock levels
- Image gallery with zoom and gesture controls
- Size guide and size recommendation assistant
- Favourites and recently viewed products
- Related products and bundle recommendations
- Verified-purchase reviews
- Back-in-stock notifications
- Order tracking without an account



Control centre

Centralised operational management

The administration workspace brings together sales metrics, fulfilment, inventory, customer data and marketing management.

- KPIs and recent orders at a glance
- Products, categories and storefront
- Inventory by SKU and variant
- Order fulfilment management
- Invoices and shipping labels

- Customer and subscriber audiences
- Campaigns and discount codes
- Roles, permissions and activity audit



AI content processing and data control

AI supports content preparation and translation. Prices, inventory and order data are validated on the server against defined rules.

Product content from one source

AI helps create product names, descriptions, SEO fields and image alternative text. Content can be generated from a description or product image.

Catalogue-wide translation

Missing translations can be completed automatically while preserving HTML structure and localised store URLs.

Automated customer support

Customer chat uses actual product, delivery and inventory data and hands the conversation to a person when required.

AI service configuration

AI services support configurable fallback priorities, usage limits and function-level usage reporting.

Review and approval

AI-generated content can be reviewed before publication. Pricing, payments and inventory follow separate business rules.

Data exchange and mobile workflows

From goods receiving to publication

Mobile receiving, image submission and spreadsheet imports form one data workflow. Data sources and connections are adapted to your operations.



Product registration on a mobile device

The receiving form captures an image, category, material, colour and size variants, and received quantities. Measurement fields adapt to the selected product type.

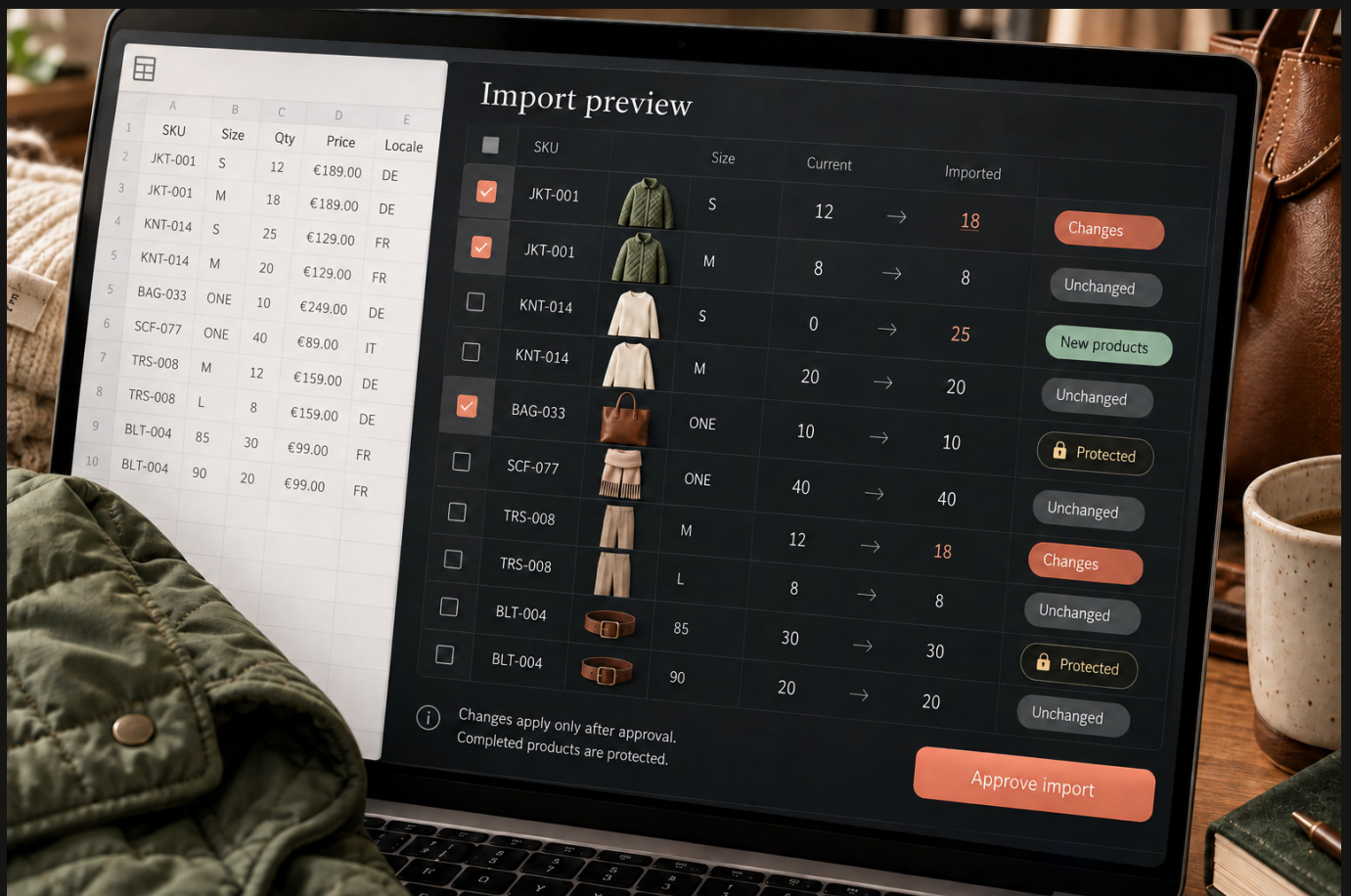
- Automatically generated SKUs
- Role-based access to prices and supplier data
- Products created as drafts before publication



Image intake and import linking

Images sent from a mobile device enter a central inbox for processing and product import. Intake channels and file storage connections are tailored to client requirements.

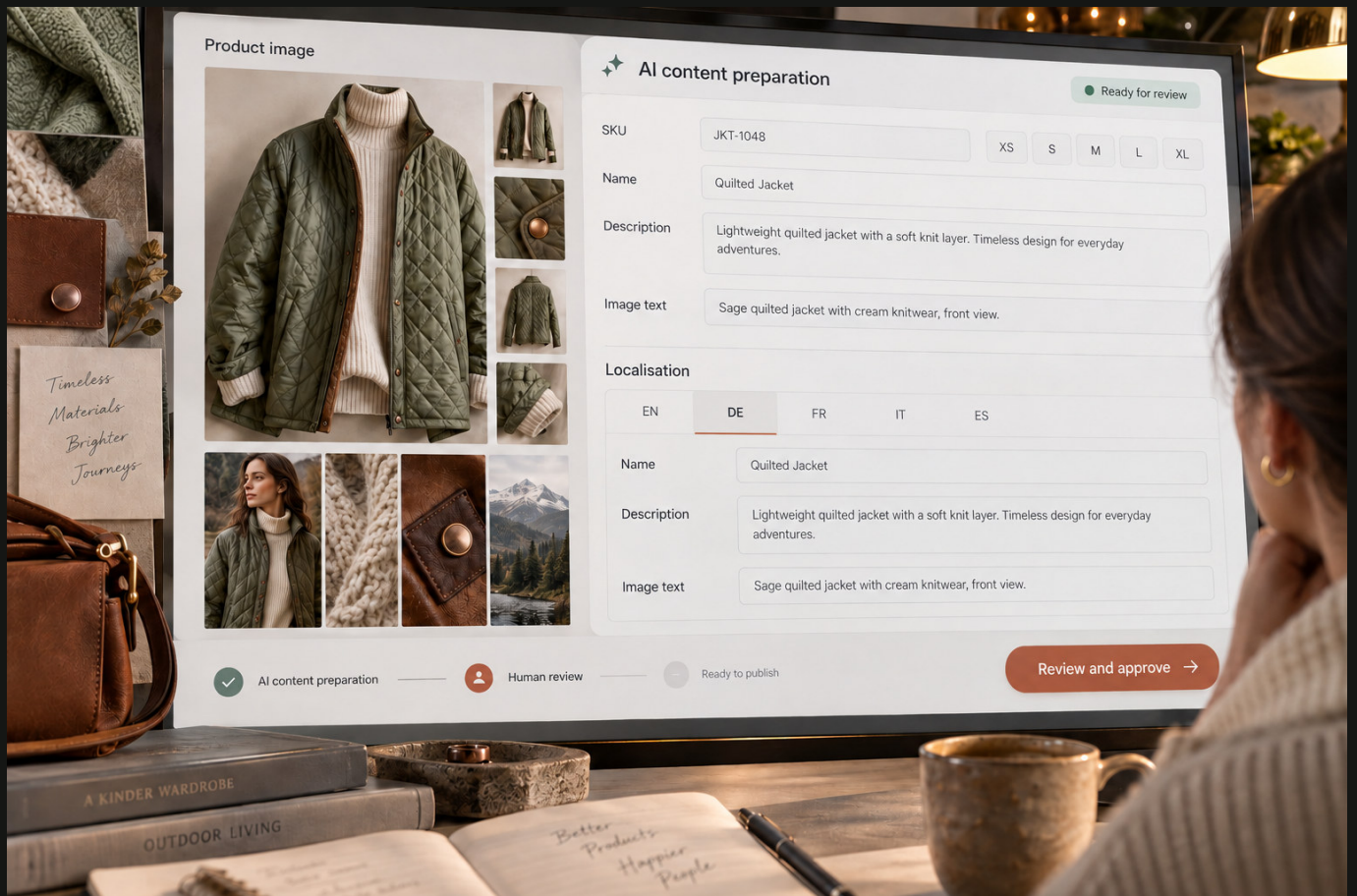
- Original files received without loss of image quality
- Automatic or user-approved file processing
- Product-image linking independent of filenames



Spreadsheet imports with change validation

Export inventory to an editable spreadsheet. After editing, the import preview identifies new products, stock and measurement changes, errors and unchanged records. Changes are applied only after approval.

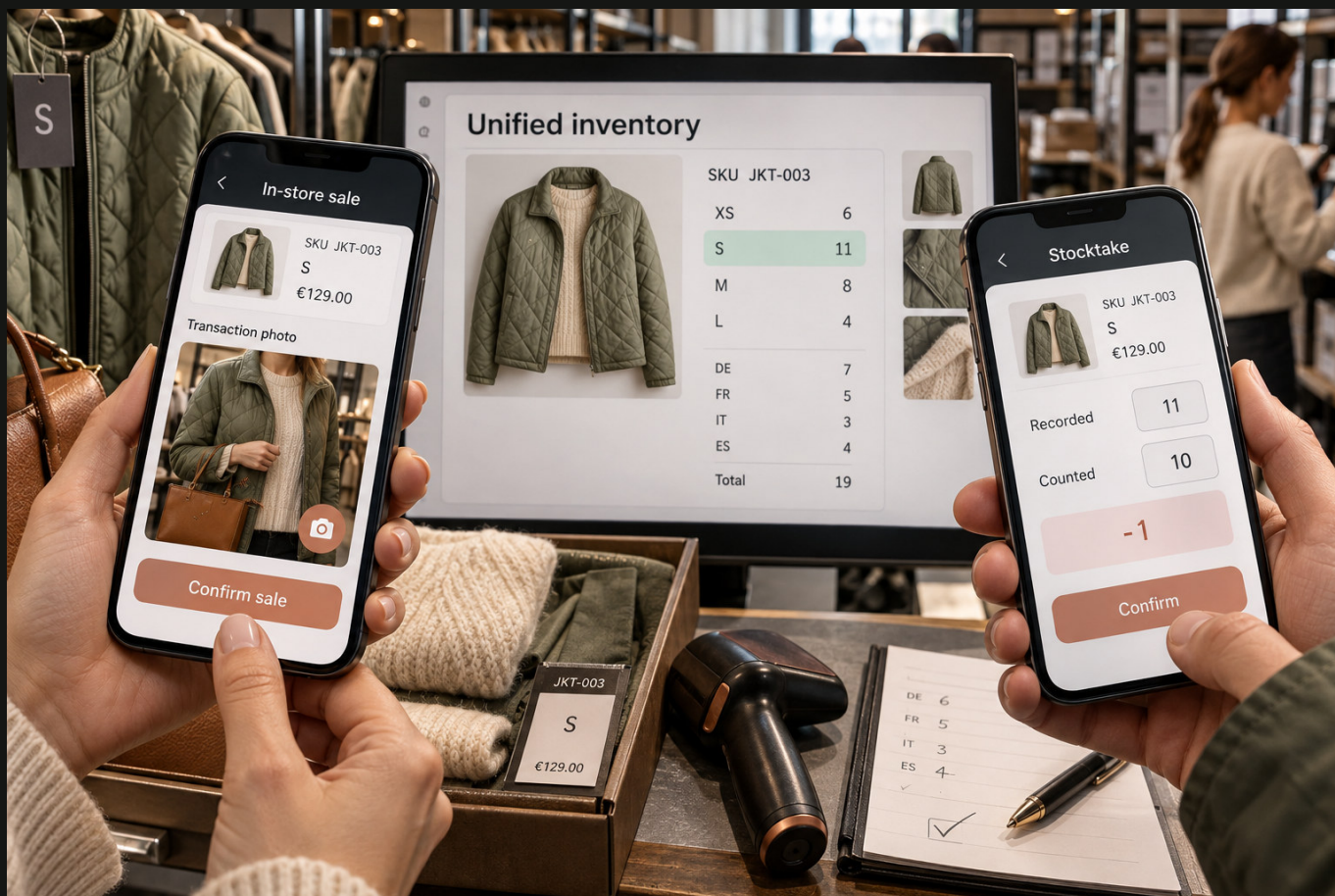
- Create new products and assign SKUs to rows without one
- Update specified stock and measurements for existing SKUs; empty fields retain existing values
- Completed products are skipped on reimport according to protection rules
- Standard file imports and configurable external data connections



Product content generated from an image

AI analyses the product image and drafts a name, description, SEO fields and alternative text. Reviewed content can be localised into all five store languages.

- Review and publication controlled by an authorised user
- Prices, variants and stock are entered separately from AI-generated content
- Centralised localisation in German, French, Italian, Spanish and English; other languages according to the company's target markets.



Unified inventory across sales channels

Register an in-store sale on a mobile device by selecting a product and variant and attaching the required transaction image. Approval reduces the shared SKU stock and records the transaction in the activity history.

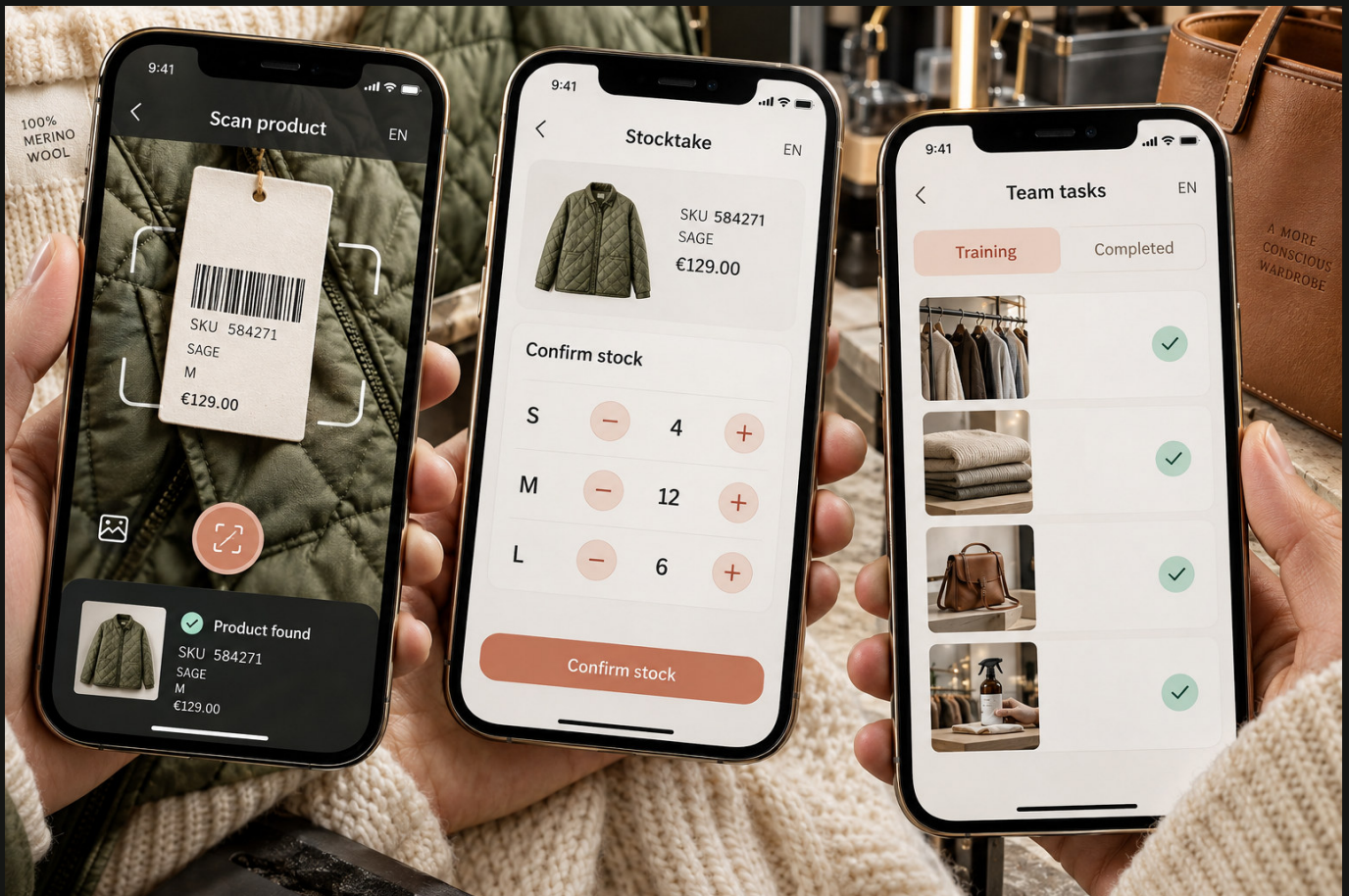
- Sales registration with a required image attachment
- Mobile stocktaking compares recorded and actual stock
- Stock discrepancies highlighted and reviewed before approval
- One inventory for online, in-store and team operations

Physical retail and personnel management

The mobile staff workspace supports goods receiving, sales, stocktaking and time tracking using shared platform data.

- Goods receiving with images
- SKU and barcode labels
- Scan-based stocktaking
- In-store sales
- Clock-in and clock-out
- Tasks and team communication

- Working hours and estimated pay
- Training, tests and certificates



Customer acquisition and repeat sales

Marketing capabilities cover audience acquisition, automated reminders, loyalty programmes and customer communication.

Audience acquisition

SEO, product feeds, analytics, social platform pixels, campaigns and multilingual content help reach the right audience.

Product selection support

Current stock levels, verified-purchase reviews, variant details, size assistance and related-product recommendations.

Automated reminders

Abandoned-cart reminders and back-in-stock notifications.

Customer loyalty

Loyalty rewards, referral codes, gift cards, post-purchase offers and review invitations.

Customer communication

Web chat, customer message history, mobile communication and email notifications provide consistent customer service.

Capability catalogue

Functional scope

Detailed capability overview by platform module.

Customer storefront

The complete purchase journey, from the first visit to order receipt and return requests.

Storefront

Homepage, featured products, new arrivals, promotions, bestsellers, category sections and content pages.

Search and filters

Category, colour, size, material, price, promotion and sorting with server-backed results.

Product page

Gallery, variants, sizes, size assistant, features, reviews, related products and availability requests.

Checkout journey

Cart, discount codes, delivery selection, parcel lockers, price summary and order confirmation.

Customer account

Registration, social login, addresses, orders, rewards, favourites and messages.

Post-purchase experience

Order status, shipment tracking, invoice, review and return request.

Commerce

Orders, pricing, payments and delivery with server-side validation and traceable status.

Orders

Statuses, customer details, line items, payment status, document language and activity history.

Pricing

Base prices, product and variant promotions, dates, discount codes and EU Omnibus price history.

Delivery

Parcel lockers and courier delivery, country-specific rates, shipment creation, labels, tracking and automatic status updates.

Documents

Multilingual PDF invoices, order confirmations and downloadable Excel reports.

In-store sales

In-store sales recording with shared SKUs and inventory.

Cancellation and returns

Controlled restocking, return requests and an auditable activity trail.

Catalogue and inventory

Detailed product management from receiving through publication, labelling and stocktaking.

Products and variants

Colour, size, SKU, materials, measurements, prices, promotions and stock for each variant.

Images and video

Media management, image roles, ordering, variant links, alternative text and video studio.

Goods receiving

Image- or form-based receiving, purchase prices, variant creation and approval workflows.

Stocktaking

Frozen expected stock snapshot, scanning, discrepancy checks and controlled approval.

Data exchange

Spreadsheet synchronisation, image imports, change previews and client-specific data connections.

Labels

Printable barcodes and QR codes with flexible layouts and per-item labelling.

Growth and customers

Segmented communication and retention based on actual store behaviour.

Campaigns

Audience selection, multilingual content, test emails, sending and delivery history.

Newsletter subscriptions

Double opt-in, unsubscribe links, centralised opt-out records and request limits.

Loyalty and referrals

Automatic rewards, new-customer codes and benefits for referring customers.

Gift cards

Digital purchase, activation, unique codes and email delivery.

Reviews

Post-purchase invitations, product ratings, image attachments and review moderation.

Analytics

GA4, Meta and TikTok integrations with consent controls and indexing settings.

Team and office

A dedicated mobile-first staff workspace for daily operations, communication and training.

Working hours

Shift start and end, management approval, hourly rates and estimated pay.

Tasks

Individual and team tasks, status, deadlines and notifications.

Communication

Team and private conversations, customer support handover and mobile notifications.

Documents

Employment contract storage, payslips and staff information available to management.

Training

Multilingual guides, tests, results and certificates.

Mobile access

An installable progressive web app (PWA) accessible from the mobile home screen.

Platform and security

A scalable technical solution with centralised business data control and infrastructure tailored to client requirements.

Infrastructure

Application operation, data storage, file management and AI capabilities in an integrated technical environment.

Server-side data validation

Prices, discounts, inventory and order totals are recalculated on the server.

Access security

User authentication, permission management and protection against unauthorised actions.

Secure event processing

Integration event validation and protection against duplicate inventory or notification processing.

Backups

Scheduled database backups with configurable frequency and download.

Privacy

Customer data deletion, legally required order retention and manageable marketing consent.

Design, domain, content, languages, contacts, delivery rules and communication are tailored to your business. After handover, the buyer owns the project, source code and business data. Continued operation is not tied to a single developer.

Adaptable architecture

Your systems. Your integrations.

Full access to the delivered source code allows modifications to platform features, interfaces and workflows. Customisation covers the entire solution, beyond the extension limits of a closed platform.

Custom API integrations

We develop connections to accounting, ERP, CRM, logistics, payment and other services according to available interfaces and agreed requirements.

Popular business tools

Spreadsheet, file storage and communication connections are selected and adapted to the client's working environment. Integration scope is defined during implementation.

GA4, Meta and TikTok

Analytics and advertising integrations with consent controls to measure sales performance and reach audiences.

Independent future development

After handover, the buyer owns the project and source code. Maintenance and development can be handled by the in-house team or a chosen development partner.

Implementation and handover

Implementation covers requirements, design adaptation, integration configuration, acceptance testing and project handover.

Requirements analysis

Product types, markets, languages, delivery regions, team roles and customer journey.

Visual identity adaptation

Colours, typography, logo, imagery, homepage structure, tone of voice and email design.

Integration configuration

Domain, email, payments, delivery, analytics, social login and required data sources.

Data preparation and testing

Products, variants, prices, inventory, legal content, translations and a complete test order.

Launch and project handover

Indexing, production configuration, team training and practical daily workflows.

Use cases

New e-commerce brand

Launch an online store with integrated product, order and customer management.

Established retailer

Combine online and physical retail with shared inventory and customer communication.

Multilingual retailer

Operate across language markets with centralised content and product catalogue management.

Business with an operational team

Role-based access, mobile inventory workflows, task management and time tracking.

Business with specific requirements

Adaptable design, custom integrations and company-owned source code for future development.

Solution demonstration and implementation

During the demonstration, we assess your requirements, required integrations and implementation scope.