# eCommerce Business Enhanced Its Revenue with A Custom Software Development & Implementation

**Location: India**

## Introduction

This case study shows the excellence of inoday in redefining the business of an eCommerce company using custom software development.

This development process resulted in the development and implementation of a cross-platform mobile app for an eCommerce business.

## About Customer

The eCommerce business has a global presence, delivering B2C and B2B solutions.

Headquartered in India, the business is large-sized and comes first when it comes to delivering a B2B or B2C eCommerce company without breaking the bank.

It works day in, day out to provide services to customers by following the industry best practices.

## Business Challenges

Despite growth in its business, the COO (Chief Operating Officer) has recommended the use of a cross-platform application, in place of the legacy application, which is incompatible with working on various browsers.

It is suffering from the following key pain points.

- Low operational efficiency due to discontinuance of a business. In addition, the finance team is unable to manage its finances.

- When 10,000+ concurrent users use their app, it hampers their operations. So, using a cloud-based app has become important.

- The existing system isn't capable of complying with all the local laws, attracting penalties for all businesses.

It has a deep impact on the Finance team of the eCommerce business as they face a lot of difficulties in keeping the ROI positive.

## Solution

The operations team of the eCommerce business evaluated the options available in the market to choose the best custom software development company.

So, they choose inoday to build custom Software within **2 to 3 months after the kickoff meeting** timeline depends more on specific complexities.

It helps businesses to optimize their operations and gain a competitive edge.

- Developed through an agile methodology, this application aligns perfectly with business operations.

- Zero business disruption as the newly developed app is highly scalable and can be scaled up or down as per the requirements.

- Based on the cloud, the app can handle thousands of users without impacting the User Interface (UI).

- Easy integration and total ownership of the cross-platform application for multiple devices.



Revenue ($) chart: 80 K (2020), 60 K (2021), 70 K (2022) — (With Legacy Software); 90 K (2023), 115 K (2024) — (With Custom Software)