



allbeauty

Custom E-Commerce Platform Modernisation

DIGITAL TRANSFORMATION SPECIALISTS

unipro

Success story

All Beauty, a leading online retailer specialising in beauty and fragrance products, operated a bespoke e-commerce platform built on PHP and MySQL. The company sought to enhance performance, scalability, and user experience while integrating another system from a recent acquisition.



The Challenge

The retailer's platform faced significant hurdles:

Aging Technology: PHP 5 posed security and performance risks

Complex Codebase: high technical debt hindering efficiency

Scalability Constraints: integration of new features and acquisitions was challenging

Conversion Issues: high drop-off rates, particularly on mobile devices and during checkout

Manual Processes: deployment and infrastructure updates increased error risks



The Solution

Unipro conducted a six-week discovery and audit service and were then appointed by the client to deliver solutions against the defined recommendations:

Platform Modernisation: upgrade PHP, transition to formalised architecture, and automated deployments

User Journey Enhancements: optimise checkout processes and implement mobile-focused CRO strategies

Agile Development Practices: adopted Test Driven Development, automated tests, and standardised coding practices

Data and Analytics: improve customer intelligence, implement first-party tracking, and introduce new KPIs

Infrastructure Optimisation: remove legacy infrastructure, automate changes, and transition to scalable, microservices-based architecture



The Results

The platform modernisation delivered faster page load times, improved scalability, and reduced drop-off rates, particularly on mobile devices during checkout. Agile development practices streamlined workflows, accelerated time-to-market for new features. Enhanced user experiences aligned with consumer trends and more modern expectations.



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Big enough to deliver
Small enough to care

Ready to Modernise Your E-Commerce Platform?

Transform your platform with tailored strategies to enhance scalability, performance, and user experience. Contact us today to get started.



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