

# A Genius ecommerce marketplace solution designed and sculpted for UAE's brick and mortar retail giant

## About Togo

Togo is a UAE-based ecommerce entity that targets online shoppers and retail businesses across the Gulf encompassing countries like UAE, Saudi Arabia, Kuwait, Bahrain, Qatar and Oman with an aim to position itself as a market leader and innovator in the online retail marketplace domain.

## Togo's Requirements

The ecommerce concern wanted to build a technically sound and fully functional ecommerce store that's in par with globally preferred ecommerce players like Amazon, eBay, in terms of technicalities, user friendliness and seller friendliness.

The startup dream was particular about developing the ecommerce store on Magento and the performance quotient to be on a high enough to take down its key competitors like

## The Challenge

The need for performance optimization was on a high as Togo was supposed to be built as a highly scalable Magento ecommerce store across the Middle East. As Magento-built online stores are known for the performance issues, Contus faced challenges in keeping the loading time at the bare minimum.

## At A Glance

Togo.ae, a UAE-based ecommerce venture with an idea to create an online marketplace that makes finding products online for shopping and selling products online a breeze.

Contus, using its in-house developed Magento readymade script and add-ons, created a multi seller web application with technicalities in par with market leaders.

## Industry

Ecommerce



AWS Cloud



Advanced Filters



Admin Dashboard



Performance Optimization

Contus had to resolve several compatibility issues as the web application made use of 60+ 3rd party extensions for shipping, catalogs, email marketing, rewards and other purposes.

Owing to the heaviness of multiple Magento extensions, Contus had to perform server level optimization to achieve better performance overall.

### **Contus' Solutions**

Contus deployed its readymade Marketplace software built on Magento as the base for developing Togo.ae. Additionally Contus provided 15+ Magento extensions to meet demands like order tracking, multiple currency support, language support, social logins and much more.

Contus, with its cloud expert team, performed AWS cloud configurations in order to improve the performance of Togo.ae.

### **RTL support:**

Having middle eastern countries as its primary target, Togo.ae wanted Arabic language support as a mandatory option. Achieving Arabic language compatibility throughout the web application and for all the extensions used in Togo.ae was achieved by customizing the language support settings and coding realignments.

### **CDN and Load Balancing:**

Content Delivery Network was architected by Cloud experts for hosting JavaScript, CSS and Image files. Using Amazon's CloudFront the content delivery was channelized within several Edge locations created by Contus so that the CDN retrieves information from the nearest Edge location possible.

Load Balancer was deployed to distribute the requests in equal measures to several servers in order to achieve responsiveness and quick loading time. Separate instances for files and database was another server level tweak performed by Contus towards sprucing up performance.

### **Key Results**

Togo.ae, post its successful launch, was able to cover UAE's shopping crowd in quick time to become a household name when it comes to online shopping. The ecommerce store was able to render an uncompromising despite of traffic peaks as Contus' performance optimization helped Togo.ae in achieving loading time under just 2 seconds having 5000 concurrent users.

### **Technologies Involved**

- OS - Linux
- Web Server - Apache/Nginx
- Database - Mysql 5.6
- Language - PHP 5.6
- eCommerce CMS - Magento 1.x
- ClientSide - HTML5, CSS3, JQuery

Contus' developers solved these complexities by overwriting default codes of SSO to customize it and make it usable in a cloud server environment used by Reddy's lab ap.

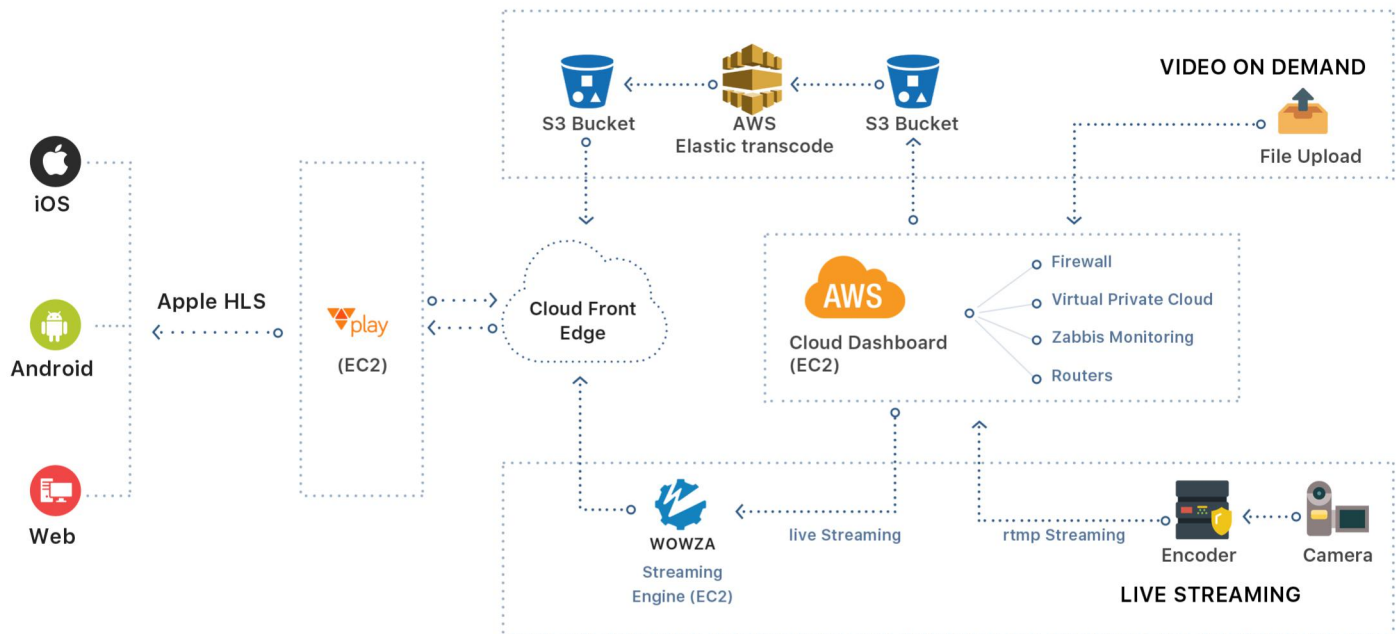
**Magento Extension Compatibility:**

Integrating over 45 third-party Magento extensions demanded by Togo.ae resulted in compatibility issues due to coding structure. Contus, with a team of certified Magento developers, perfected codes in order to achieve smooth compatibility with the base Marketplace script used.

**Result:**

Togo.ae was successfully launched as a multi-vendor marketplace store hosting 1000s of products from several retail local business, catering to the online shopping needs of customers hailing from UAE, Saudi Arabia, Kuwait, Bahrain, Qatar and Oman.

## HIGH LEVEL ARCHITECTURE



### About Contus

Contus is a SMAC company having its headquarters in Chennai, India and also operates from overseas locations including California - Sunnyvale and Georgia - Atlanta, USA. Delivering Mobile, Cloud, Social and Analytics solutions for companies ranging from startups to multinational corporations and public sectors through 200+ tech brains in 40+ countries, Contus provides advantage to its clients on scale, cost and geography.

Visit us online at [www.contus.com](http://www.contus.com)

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