



Transforming a Complex Legacy System to an Agile, Easily Scalable Platform

GiftCertificates.com B2B/B2C Platform Case Study

Goal

Position GiftCertificates.com (GC) Incentives for dynamic business growth by developing an agile, easily scalable platform enabling rapid response to customers' changing needs and market conditions as they occurred.

Challenge

As a major provider of gift card incentives, GC Incentives' ecommerce platform included more than 300 merchants, housed 5000 different company sites, and served 10 million users. A high degree of customization was required to meet the variable needs of each company. Because the platform was outsourced, it hindered GC Incentive's ability to quickly add new capabilities and services in response to those needs.

In addition, over time unique sites were created for each company, leading to a large number of multiple redundancies of similar solutions and an unwieldy level of complexity.



Solution

GC Incentives wanted to move the legacy system to a new, in-house platform for end-to-end control of the company's ecommerce functions, and selected Virto Commerce to develop a new, unified solution that allows modifications per customer needs and at the same time is flexible and easily updated.

Result

The new Virto Commerce platform supports both on-premise as well as cloud-based deployment. It:

- Enables rapid development of new company sites in four days or less instead of the previous four weeks
- Allows unique customization of each store *without affecting other stores on the site*
- Optimizes spending for IT infrastructure by moving to Microsoft Cloud infrastructure
- Allows GC Incentives to have complete control over the solution and extend it anyway business requires
- Includes the very latest technologies
- Supports exceptional control of catalog management (PIM)

In addition, GC Incentives was able to adopt best practices developed by Virto Commerce, including coding standards and development practices, based on the way the system is architected and designed.

“The new platform takes advantage of a lot of the latest thoughts on high performance, high quality software development. By adopting this solution, we are adopting technologies that will allow us to better structure how we build the rest of our systems internally. It's the flagship for our re-engineering of our technology practices.” **Kevin Cory, VP-Technology and Strategic Planning, GC Incentives.**