Rex International was founded in 1981 and is a brand associated with providing stylish and quirky home ware, toys and gifts. Their products are designed by London based designers who work diligently to produce a plethora of new lines every year according to current trends and season. They offer their products online through wholesale and retail ecommerce websites as well as in trade shows and exhibitions.

They have a current staff of 80 which includes 5 designers. Over the years, apart from UK, they have expanded across the world specially Europe where their products are equally popular. Some of their products have a benchmark selling count that runs into millions.

The Challenge – Why did we do it?

Prior to Rex London, Rex's wholesale website was www.rexinter.com. They have a retail website located at www.dotcomgiftshop.com. The rexinter.com website was running a completely bespoke .NET website and Dotcomgiftshop is running on Drupal. It was decided that www.rexinter.com needed a rebuild and it would be better to use an existing CMS system that can be developed. As the current website was in .net so it was preferable to go with a .Net based CMS. So it was recommended to use Umbraco and uCommerce and Rex went ahead with it.

At the Rex International offices their staff make up for jobs in the warehouse, office, marketing and design departments. They use a bespoke Windows Forms application called RIMS (This stands for REX International Management Suite). It covers almost all business operations. RIMS and rexinter.com was being synchronized by a bespoke .NET service (called "RIMS Synchronizer") that connects two SQL Servers together, monitors database table changes and then copies these to the destination. It synchronizies both ways. It was now proposed to have a windows service between the new umbraco website and RIMS which would act as a middleware for synchroization of data both ways using XML files to import and export changes betwene the two systems. This synchronizaton is an important part for Rex so that they can contnue to use RIMS as well as allow users to place orders using new wholesale website with their customers, products and orders in sync with each other. The new website had to be mobile responsive and work in English, German and French.

Our Solution – What did we do?

As per the goals of the website and the proposed middle ware, each screen had to be designed and developed and the data had to be populated by importing the existing entities from RIMS to Umbraco. Once the Umbraco site would have been up and running then the ongoing synchronization would take place both ways. As per the requirements and design mockups received from the client, Technousa did a detailed analysis of each user story at functional as well as database level.

The complete project was managed through Microsoft Team Foundation Server (TFS) with Technousa and client participating in each user story so that the task could be completed accurately and in time.

Technousa documented all the requirements in a software specification document so that complete information could be provided to the development and testing team. For each development phase, once the coding was complete, it would deployed on to our internal staging server where the testers would test it as per the requirement document and make sure that the end product was bug free. Post the testing phase, the deployment team, deployed the respective release on client's UAT so it could be approved for production. All client servers were hosted on Microsoft Azure.

The website had to be responsive, so all PSD / mockups provided by client were converted to responsive HTML / CSS by Technousa. Technousa also created a few designs from scratch as well as made changes to PSD files provided by client in order to match with the final requirements. Post analysis, complete development, testing, UI designing and deployment was handled by Technousa. There were many to and fro communications using TFS to clarify requirements from the client and provide suggestions regarding implementation to make sure that the end product was as per expectations.

The Rex London website and the windows service acting as middleware has many unique requirements which were delivered most efficiently by Technousa and some of the most significant ones are mentioned as below:

- Separate Home page for guest and logged in users in all three languages (En, fr and de).
- All pages would translate into English, German and French. So while adding pages, products, product categories, etc provision was made to enter details in all three languages to display respective pages / details.
- Registration screen to allow new users to register. Any new user registered from Umbraco will be exported using the windows service, so that RIMs can import the same.
- Catalog menu displaying all product categories and sub-categories
- Category / product listing page with the ability to "Add to cart" for logged in users.
- Product Detail page for each Product with customized URL, Meta tags, etc. This page allows a logged in user to add the respective product to his / her basket.
- Product search functionality to be available through the website.
- Basket page with update and delete products from cart and ability to bulk add products to cart. User can proceed to checkout from this screen.
- The manner in which product quantity would increase on click of "+" and "-" for any product was based on a unique concept of Minimum quantity which would be displayed on load. On click of "+" the quantity is supposed to increase in multiple of Minimum Quantity and until this the sale price is applied for the product. Once the product quantity increases a break quantity, then it increases in multiples of break quantity and here after break price is applied which is usually lower than the sale price. This concept is applied because this is a wholesale website and the customers usually order in bulk using this website.
- Checkout screen with user's invoice and delivery address and payment modes as "Pay Later" or "Pay Now". Pay Later would be used in cases where customer would be paying using bank transfer or already has available credit with Rex. Pay now would allow the user to make a payment using their credit cards. Any new orders creating are exported for synchronization to RIMS using windows service.
- Order payment using credits cards was implemented using SecureTrading Payment method which involved studying and customizing their API as per Rex's requirements. This also involved coordinating with SecureTrading's support team.
- While placing order shipping is determined using postage rules in umbraco which was a matrix defined on the basis various parameters like shipping country and total price of items in the cart.
- Login Screen and user's My Account section for a customer consisted of their account details and the below functions:

- Manage Addresses – So that user could add a new address and set any address as default invoice and delivery address. Whenever a new address is added, it is exported using windows service for synchronization with RIMS.
- View Current Orders – user could view his current orders along with its current status. User could also view complete order details from here.
- Download High Resolution Images – using this screen the customers can enter SKU / Stock code for products and download their original high resolution images.
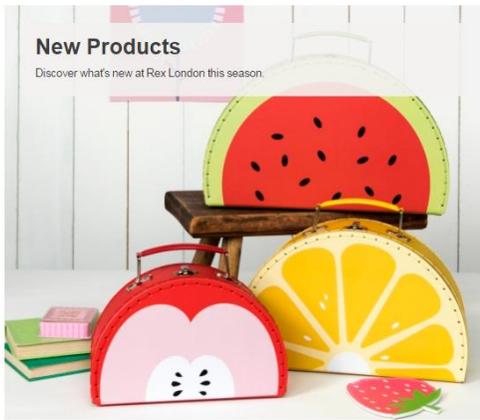
- SEO related features across the website including Google enhanced ecommerce feature to track conversions.
- Apart from exporting from umbraco, the windows service would also import below mentioned entities added on RIMS:
  - Products
  - Product to catalog / category mapping.
  - Customers
  - Customer Addresses
  - Orders

Rex
LONDON
est. 1981

FATHER'S DAY GIFTS

New Products
Discover what's new at Rex London this season.

Jumbo Bags
Rex London's best selling Original Jumbo Storage Bag in over 50 designs. Strong, durable, and made from recycled plastic bottles.

Lunch Boxes
Bright and cheerful lunch boxes and bento boxes for children and adults.

Candles
A broad range of scented and unscented candles. Find a variety of original designs and styles handpicked by Rex London.

Find original accessories for home and garden plus giftware in exclusive designs. Catering for adults and children, our wide variety of products includes best sellers like the Original Jumbo Storage Bag, made from recycled plastic bottles. Our eco-friendly collection of lunch bags and shopping bags are also made from recycled plastic and are durable and foldable. For children and adults, Rex London stock fun lunch boxes and bento boxes in original designs. You can also find kitchen storage, melamine tableware, travel accessories and bags, all designed in the UK by a team of talented designers. Home decorations include scented candles, on-trendy tealight holders and our selection of toys and games with keep children entertained.

For help & product information please contact +44 (0)20 8746 1700

Address: Unit 3-4 Allied Way , London W3 0RL

Our Process – How did we do it?

METHODOLOGY

Requirements
- Opportunities and Solutions
- Requirement Gathering

Analysis
- Requirement Analysis
- Feasibility Study
- Scoping
- Documenting Requirement
- Change Control
- Reviews

Design
- Designing the solution
- Application Architecture
- High Level Design
- UI Design
- Reviews

Coding
- Technical Design
- Development
- Unit Testing
- Reviews

Deploy and Test
- Release Notes
- Staging Build/Deployment
- Unit Testing / Defect Fixing
- Integration Testing / Defect Fixing
- System Testing / Defect Fixing
- Reviews

Acceptance and Go Live
- UAT Build/Deployment
- Acceptance Testing / Defect Fixing
- Performance Testing / Defect Fixing
- Reviews
- Production Build/Deployment
- Go Live / Enablement
- Maintenance

The Results and the Benefits

Rex London is the new face of Rex international which can be accessed from all devices and gives a far superior catalog browsing experience. The new website has offered an easy transition for existing Rex customers due to its smooth checkout process and intuitive user experience. The website performance is much better with many enhanced features and has already seen an increase in its customers due to its attractive catalog and product display. The seamless integration with RIMS has made business as usual possible from day one when Rex London went live and also enables customers who are used to RIMS to shift from RIMS to REX London for placing their orders and allow RIMS to concentrate on processing and on time delivery of products.

To know how we can do more for your business, contact us at any of the following:

Company Address	317,417 Pearl's Corporate, W Mall, Mangalam Place, Sector-3, Rohini, New Delhi – 110085.
☎ **Phone**	**India**: +91 011 47097432 +91 011 47016226 **USA** : 001 (716-941-7348) **UK and Europe**: +44-020-3002-7885
✉ **Email**	sales@technousa.com