



CASE STUDY **BEMZ**

E-commerce Expansion on a Budget

For furniture refurbishing startup Bemz, its e-commerce store is everything. With rapid expansion occurring on a budget, the company needed a partner that could handle a lot for low cost.

— THE COMPANY

Swedish firm, Bemz, sells covers for IKEA furniture – sofas, chairs, cushions, mattresses, and more – giving customers opportunities to extend the life span of their furniture or simply individualize their living environment. The company's business is almost entirely based on e-commerce, with their website being the most important point of sale. As Bemz was expanding globally to follow IKEA's success, some of the website's shortcomings had begun to take a toll on business.

— THE CHALLENGE

As a small company with big ambitions, Bemz is forced to expand on a budget. However, just maintaining an e-commerce store with close to global reach needs time and manpower, not to mention upgrading and adapting it. Bemz's budget allowed for employing one developer for their Episerver site – clearly not enough for such an undertaking. Hence, the company turned to Niteco to help with a revamp of its web presence.

— THE SOLUTION

Niteco was able to offer Bemz a lot more bang for their buck. Niteco sent a project manager and a team lead to Sweden to analyze exactly what the needs and wants of the client were, offering a fixed-price solution that included a review and a one-year roadmap.

A team of three developers and testers worked on every aspect of the Episerver build, from order management and product presentation to performance, integration with Microsoft Dynamics AX.

- ✓ Episerver CMS 8.11.0
- ✓ Episerver Commerce 8.16.1
- ✓ Find 9.6.0
- ✓ Entity Framework 6.1.3
- ✓ Knockout.js
- ✓ Teamcity 2017.2.2 (build 50909)
- ✓ Octopus v4.1.3
- ✓ Scene 7
- ✓ Microsoft Azure Cloud services all updated to use Azure Resource Manager