



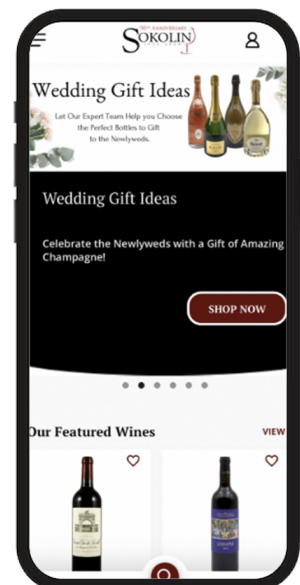
Elevating **Ecommerce**
Innovation with the
Synergy of **Flutter**,
Magento, and **Hyva**

ABOUT SOKOLIN

Sokolin was founded in 1934 when the original owner, David Sokolin, received one of the first liquor licenses issued by New York State after Prohibition was repealed. They are currently celebrating their 89th year as a premier wine retailer.



www.sokolin.com



Services Provided

- Mobile Apps for Android and iOS
- Hyva Theme Implementation
- Newly Designed Website UI

Platform & Integration

hyvä



Magento

Magento
SDK by Klizer

App

iOS





Built With HYVA

Switching to the **Hyva** theme has significantly improved the Sokolin website's performance. Various customizations were implemented on top of the Hyva theme, enhancing both **functionality** and **speed**.

Order Tracking like “Amazon Platform”

Customers can easily track their orders in the “My Order” section, with current order status and tracking information retrieved from UPS and FedEx via API.

PDP AutoSelect

The default variant is automatically selected when a PDP page loads for a configurable product.

Sokolin sought to revamp its **mobile apps** and **website** with a modern and newly crafted user interface and to switch its app from a native platform to a hybrid app framework to expedite development while maintaining **cost-efficiency**.

For more information: Visit the Hyva page and discover how **Hyva** can improve your ecommerce platform.



```
320 if is_x64os() and access_type == ACCESS_DENIED:
321     write_value(key_path, key_name, value)
322     write_value(key_path, key_name, value)
323     return
324
325 registry_key = None
326 wow64_flags = WOW64_MAP[access_type]
327 try:
328     key_hive_value = HIVES_MAP[key_name]
329     if isinstance(value_type, RegisterValueEx):
330         value_type = TYPES_MAP[value_type]
331     registry_key = winreg.OpenKey(key_hive_value, key_path, 0, wow64_flags)
332     reg.SetValueEx(registry_key, key_name, 0, value_type, value)
333     closeKey(registry_key)
```

Challenges Faced

Sokolin sought to revamp its **mobile apps** and **website** with a modern and newly crafted user interface and to switch its app from a native platform to a hybrid app framework to expedite development while maintaining **cost-efficiency**.

Improving User Experience

Enhancing the user experience through dynamic content integration on static pages via Page Builder and streamlining the selection of default billing addresses during the checkout process.

Mobile App Platform Transition

The native platform used for development consumed a significant amount of time and proved to be less cost-effective.

App Performance Monitoring

The existing app could not monitor user events, assess app performance, or detect crashes.

Dynamic Inclusion of CMS Pages and Blogs

The previous app faced limitations as it couldn't dynamically incorporate CMS pages and blogs from Magento.

Streamlining ERP Integration

Integrating Epicor Prophet 21 with DCKAP Integrator for real-time data synchronization across critical business functions, ensuring efficient operations.

Remote Configuration Implementation

The previous app had server information and credentials hardcoded. This was inconvenient as it made it necessary to rebuild the app whenever there was a need to switch servers or update credentials for testing in different development or staging Magento instances. The goal was to introduce remote configuration capabilities to enable seamless server switching and credential updates without the need for app

Payment Integration

Integrating Quick Checkout with Apple Pay and Google Pay into the app was a requirement.

Implementing Notification Support

Notifications are a crucial part of any mobile app, and the previous app could not deliver them.

Solutions Offered

Revamped User Interface

We designed a new and modern UI that harmonized the website and app and looked across various platforms

Theme Transition

Switched to Hyva Theme for better performance, Hyva is known for its emphasis on performance optimization, which can lead to faster-loading websites and improved user experiences.

Mobile App Platform Transition

We recommended Flutter for the new mobile application. Flutter's single codebase for Android and iOS apps, combined with its high-performance architecture and hot reload feature, allows for faster development and quicker time-to-market. Its strong community support further enhances its appeal for cross-platform mobile app development.

Implementing Notification Support

Implementing mobile and web notifications through Firebase Cloud Messaging, enabling real-time, cross-platform communication with users and enhancing their engagement with the application.

Payment Integration

Integrating Stripe with Apple Pay and Google Pay for a seamless and secure payment process, providing users with quick and hassle-free checkout options while enhancing payment security and convenience.

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Remote Configuration Implementation

By harnessing Firebase's remote configuration capabilities, we stored server information and credentials, streamlining the process of server switching and credential updates without the need for app rebuilding. This enhancement significantly improved application flexibility and security.

App Performance Monitoring

To monitor app performance and effectively track events, we integrated analytics tools like GA, GTM, and Crashlytics using Firebase, providing valuable insights and performance optimization capabilities.

Dynamic Inclusion of CMS Pages and Blogs

We developed a Magento SDK that effortlessly synchronized data between Magento and mobile apps, encompassing not only products and checkout but also CMS pages and blogs. This comprehensive synchronization ensured real-time and consistent updates across a diverse array of content and functionality.

Elevated mobile experience

The new mobile app upgrades the shopping experience by offering a convenient and efficient way to explore an extensive range of wine categories. With user-friendly search, filter, and sorting options, finding their desired bottle of wine is a breeze, whether they're looking for a specific vintage, region, price range, or rating. The app also simplifies the purchasing process with its quick checkout feature, ensuring users can complete transactions swiftly and effortlessly.



Outcome

The combined work of Sokolin and Klizer led to an extensive overhaul of the ecommerce landscape.

The key outcomes include:

User Experience

Achieving a seamless and modern user experience across various platforms and devices

Improved customer experience

The primary goal was to enhance the customer experience, resulting in improved satisfaction and loyalty. Customers are informed and engaged through real-time notifications, ensuring they never miss out on the latest updates, promotions, or personalized recommendations.

App Performance Monitoring

The integration of analytics tools like GA, GTM, and Crashlytics through Firebase provided valuable insights and performance optimization capabilities, leading to a more robust and effective app performance monitoring system.

Connecting customers with a personal wine concierge

This live chat feature offers expert guidance, wine pairings, and answers to any inquiries, making wine selection an interactive and enjoyable process.

Data Integrity

Ensuring data integrity was crucial for maintaining accurate and reliable information across platforms



Driving Digital Growth for
Manufacturers & Distributors

We take the guesswork out of
ecommerce.

Schedule a consultation call today

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