
E-Commerce Solutions

The market is flooded with hundreds of available solutions offered by different kinds of providers. Still, it is essential to recognise which drift your company needs to follow in the sea of all that.

SEEBA helps you see the bigger picture and take a step back to identify and understand your actual business challenges. We help you choose the right approach and lead you through its implementation while developing the appropriate tools and means of achieving your desired outcomes. A business first, technology after process.

Accordingly, the process can be divided into three categories:

01 Business

The “business first” approach allows you to oversee all internal and external factors that influence your business. E-Commerce is a broad term, and before we start mapping features, functions and what tools to use, we need to map and understand your business’ current state and where you want it to be in the future.

The list of questions that need to be addressed is pretty long, including such as following:

What does your business need to be able to grow sustainably? What makes your business model unique and differentiated from your competitors? Do you wish to serve both B2B and B2C? Recurring payments? Monetization models and payment providers?

Questions like this have a huge impact on what comes next, from the specifications to the outcome. Understanding and deciding how your value chain can be improved with technology, in this case an E-Commerce solution, is key to success.

With SEEBA as your trusted partner, you won't need to worry about any component, and we will provide our expert knowledge and take full control over the path towards sustainability. Together, we will prepare the groundwork for your business success and ensure that you maximise your generated value. Now that we know what we want and need, we can start talking about tools.

02 Technology

Depending on the outcome of the step above, we will have a clear picture of what we need to build. Regardless of it being a standardised or fully custom solution, we will be able to adapt it to your business appropriately. The project's complexity is up to you regardless of whether you wish to be involved in every specific detail or just want us to take the responsibility and make sure that you get a "turn-key ready" solution.

The process is always thurral and adapted to your needs and specifications:

Wire-framing -> UX/UI design -> Prototyping -> Validation/Testing -> Development ->
Validation/Testing -> Finalization/Launch -> Maintenance & Improvements

Our technology stack is based on the latest best practices and methodologies. What makes us unique is that we have all the relevant competences in house. We understand both sides of the coin, and this means that you will get the just-right blend of features, processes and user experience within your budgetary limitation. When we finish your e-commerce platform, we then take care of hosting, maintenance, security, stability, and everything related to ensuring that everything is smooth. In other words, we don't just leave you. We stick around and support you in the long term.

03 Third-party solutions/integration

We live in a complex world, and your customers will have high expectations when it comes to how your solution works, what happens before and after the transaction. At the same time, your platform will depend on third-party tools and systems to run correctly and have a great user experience.

There is a long list of components that need to be taken into account when implementing e-commerce for your business. Often there is a misunderstanding of it being just a platform for online purchasing. However, dozens of essential correspondents tend to be overlooked, such as user journeys, automation, logistics, integration, marketing, reporting, protection, security, compliance, maintenance, and so on.

Deciding what and when to implement often becomes costly and complex due to experimentation caused by lack of knowledge and experience. With SEEBA as your partner, you will run your business in a smart way, knowing what is the right thing and when to do it. And when it comes to implementation and automation, we are confident in our actions and recommendations because we have done it countless times before. In other words, you can avoid the mistakes that your competitors have made.

We take responsibility so that you can be smart with your resources and focus on your core business. That is why we are truly a business partner and not just a solution provider.

MOLIMENTI

HAIR ACCESSORIES

mymolimenti.com

MyMolimenti is a rising star in the European accessories market, led by one of Sweden's most ambitious and successful hair professionals and influencers, Elin Molimenti.

Her growing business needed the infrastructure to go to the next level. SEEBA was tasked with imagining a digital space that is both an e-commerce store, as well as an area to showcase great creative content such as videos, images and written work, specifically tailored for customers in the beauty industry and even more tailored for those in this niche part of it. Solutions we have created resulted in an explosion of sales and rapid growth and have far exceeded the expectations.

heijne

studioheijne.com

Studio Heijne is a story created by Wendy Heijne, a Swedish designer who believes that size shouldn't have standards and that fashion is meant to be personalized by each individual.

SEEBA has helped Wendy to bring her vision to life by creating the complete custom website for her studio. We haven't only made an online purchase solution but introduced the entire shopping experience to her customers. Studio Heijne now offers a unique encounter that reflects its value proposition hence making optimal results for the business in general.

Closing the gap between **business** and **technology**



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