Service Description:

For a powerful Open-source E-Commerce platform, Magento should be top of your list, Affinity have been installing, configuring and customising both Magento Community and Enterprise versions for over 5 years. Our in-house experts can help you get the best from Magento. Affinity's broad experience gained from a variety of clients and sectors will help you to plan and launch your e-commerce platform, comfortable in the knowledge that it will fulfil all your requirements, and be installed, configured and launched correctly. This ensures you get the greatest performance from the platform and gives your user the best journey possible.

Magento is a feature rich e-commerce solution 'out of the box' with a huge number of modules available to tailor it to your exact needs. If there is a requirement which cannot be fulfilled using an existing module, Affinity are well placed to develop custom modules to ensure it fulfils your user and business needs.

Affinity have been involved in the development of a multitude of both B2B and B2C sites for enterprises, government departments as well as SME's. Well versed with Digital by Design Guidelines we can help with all aspects of launching a new or updating an existing e-commerce platform. With our experience of different markets and industries we will be able to help you in every aspect of the project. Our Business Analysts are ready to help you scope your project and identify all of your user and business requirements. Affinity will use these requirements to clearly plan your project to ensure that all of your objectives are fulfilled and our in house Technical Architects will plan your scalable solution ensuring that all aspects are considered.

Magento 'out of the box' will provide a huge number of benefits, one of the reasons why 30% of the world's 100k busiest E-commerce sites are using Magento and this market share is increasing year-on-year, there is good reasons for this.

The key benefits of using Magento include a versatile content management and an intuitive, visual-based page editor allowing shop owners to build and customize their offerings. The option to toggle a user-friendly WYSIWYG (what you see is what you get) content management interface is good for those to whom code is unfamiliar, allowing them to manipulate basic functioning within the shopping cart.

Magento shopping carts are developed responsively, making them seamlessly viewable on smartphones, tablets, and other mobile devices. This accommodates a consumer shopping trend that continues to move toward mobile usage and Digital by Designs guidelines of Mobile first.

Magento does an excellent job of opening the flow for improved organic traffic. The platform was built with SEO efficiency in mind, giving your products a better chance to appear on Google, Bing, and beyond. Affinity can help you plan how to make the most of this functionality.

The Magento platform can support up to 500,000 products on one site, and handle more than 80,000 orders per hour. That means lots of space for future growth between one or more different shopping carts on the same site. Due to its size and complexity, note that Magento has special hosting needs for optimum performance and load speeds. Affinity will help you to plan the hosting of your site making sure it performs to its maximum of its capabilities.

With Magento, you can easily add prompts to browse related options on product and checkout pages, enhancing the user experience and increasing your sales potential. The system allows you to present for example relevant accessories, similar product or bundles on the product page.

Third-party integrations are easy also. Affinity can help you to connect your ecommerce experience with Ebay, Paypal, Mail Chimp, Google Shopping, QuickBooks, and more. The platform also allows shop owners to add Google Analytics and other such third party integrations to their site to aid in data analysis.

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Service Description:

You can customise security permissions thus keeping your site safe, and manage internal access with options to customise multiple levels of security permissions. PCI Data Security comes standard, login screens are CAPTCHA-equipped, and a secondary password prompt includes extra defense against unwanted security breaches.

User experience is improved with dynamic search features that filter products according to a multitude of parameters. Magento utilises a unique search terms cloud, product tag filters, product reviews, recently compared and viewed products, and the ability to configure search with auto-suggested terms.

Magento is open-source, yielding an expansive library of custom extensions developed by the aforementioned worldwide community. Affinity are well placed to help you identify key modules which remove the issue of building additional functionality from the ground up in most cases. You can also create and manage multiple e-commerce stores using one instance of Magento (in multiple languages, and with multiple currencies for example). That's a significant plus for big businesses servicing a global market.

A key benefit of using Affinity is our experience in the specification and development of customised modules and/or bespoke development. Our dedicated team of experienced Magento developers have specifically created unique modules that we have implemented a number of times across a large section of our Magento based solutions. Indeed our Magento Consultants have never come across a requirement that cannot be met by existing module customization or bespoke Magento module development.

Affinity:

Affinity has been successfully operating since it was founded in January 2004 (winning best new business of the year at the 2005 CBAs and numerous awards since). It has recently achieved significant organic growth (despite the current global market difficulties) with sales revenue increasing year-on-year and into the current financial year - cementing its strong financial standing. The company remains independently-owned with a strong balance sheet and order book.

Putting the customer first is at the core of what we do. Only if the customer is satisfied will we have achieved the right result. And it is only through creativity and innovation that customer satisfaction can be ensured. Meeting the needs and demands of the customer always, in our experience, involves going the extra mile – finding often unexpected solutions to emerging requirements and challenges

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Affinity's Processes:

Affinity Project Management

Affinity is in an excellent position with its multiple methodology offerings. We recognise that there is not a "one shoe fits all" approach to delivering successful projects and have developed and matured our own processes to match the differing needs of our diverse client base.

Our mainstay method utilises a core iterative development team following tried and tested Scrum agile principles. We have tailored the entry points to this core competency to enable us to support everything from formal "waterfall" engagements to "full agile" projects and most things in-between.

Ultimately we have modelled our approach to suit the needs of our clients rather than dictating one specific engagement process; we can fit in where you need us and deliver in a way that gives you the most benefit. As a key to this, early in any engagement we help our customers understand their own strengths and competencies in project processes and produce an offering that dovetails into a customers' organisation rather that being at odds with it.

Affinity Waterfall

Many of our clients are seeking a traditional waterfall engagement and we equally welcome that approach. If there are no significant uncertainties in your own requirements, we will work with you in an elaboration phase to formally detail them together. Once defined, we will happily deliver against a set budget and specification. We add some further value to this approach by vertically or functionally dividing up your requirement in-house and iteratively developing it within our Core team. This means that change control can be managed better (and minimised) should your documented vision change or something unexpected happens.

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Affinity Agile Hybrid

We are realists – we know that a full Agile engagement across company boundaries is hard to achieve and also in an uncertain world that Waterfall requirements can and do change. Unless an organisation has reached a reasonable level of Agile 'maturity' it may actually be culturally or organisationally impossible for them to work in a fully Agile way. We can solve this and we will do this in two ways:

1. An 'out of the box' approach to technology.

We will select and propose suitable open source packages, modules and templates that we believe can cleanly offer the solution that you are seeking 'out of the box' without the need for fundamental code writes at a low level. We promote taking this more straightforward approach to technology choice so that we can deliver you business value as soon as possible rather than building something from scratch.

Any package solution will require levels of configuration and customisation, however if the underlying business processes that they offer do indeed deliver your needs, then there is no need to re-specify those processes in agile story cards, and carry out a detailed business process mapping before we can start delivery.

2. A lightweight Agile backlog

Tied neatly to the above, we will embed our own agile expertise into your project and guide some of the Analyst and Product Owner activities particularly in the early iterations. Most importantly as we will have proposed technologies that minimise the need for the detailed requirements work that consumes a lot of time, you will be able to step back a little from the daily refinement and story breakdown work that would be present in a typical Full Agile engagement and predominantly focus on acceptance of the project deliverables at the end of each iteration.
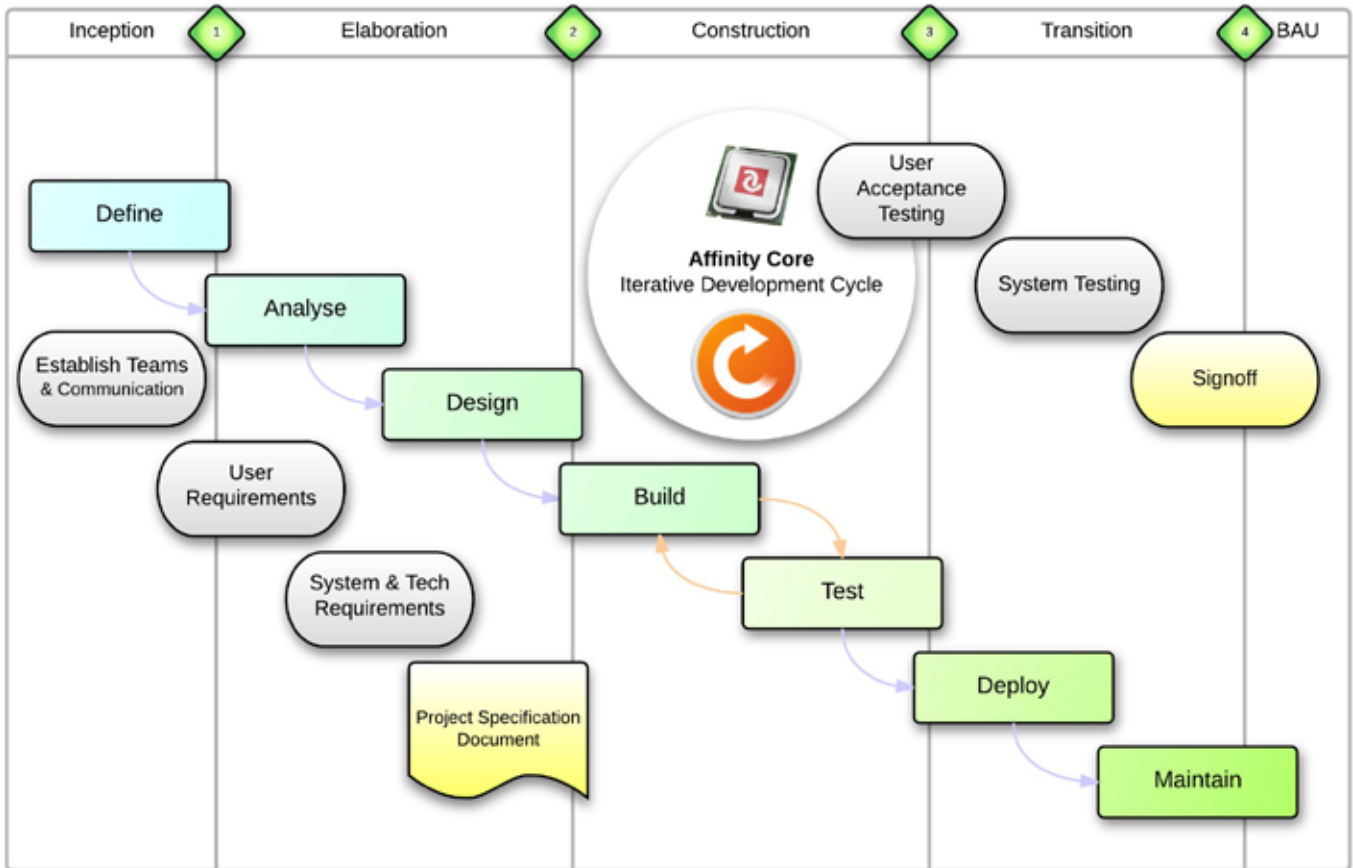
Affinity Agile

Our full Agile project process works on an iterative backlog definition and refinement cycle that feeds into our core development scrum process. This is an industry standard approach and as well as operating perfectly on its own, can also plug into large-scale Agile programme methods such as the Scaled Agile Framework (SAFe).

This highly collaborative approach puts your project at the heart of our company and delivers a cohesive end to end process from your Project Roadmap, Product Owners and Analysts downwards. We will justifiably have high expectations of your consistent daily engagement with us in stand-ups, refinement sessions and story-card workshops to make your project a success.

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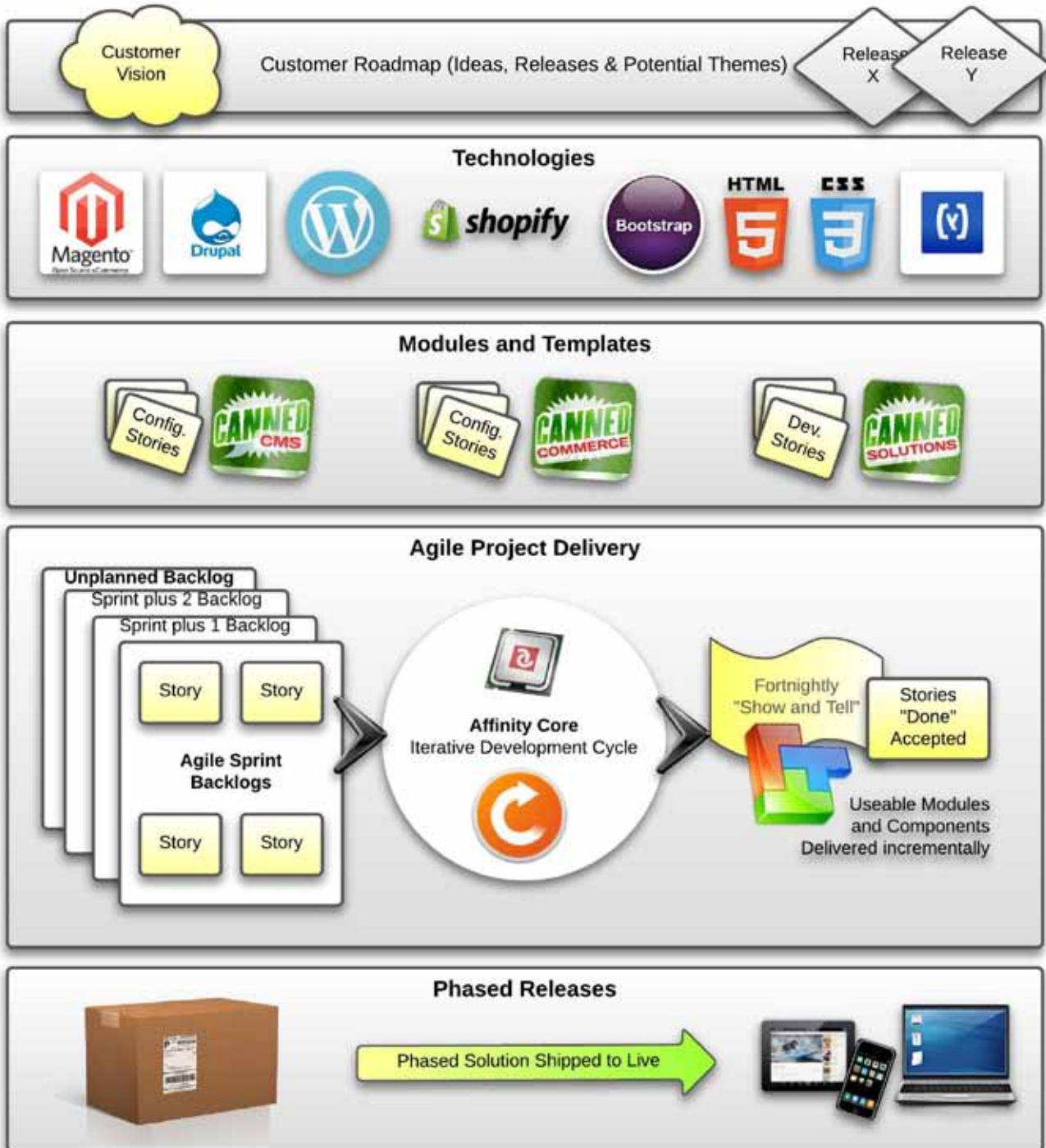
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Affinity Agile

For a full definition of Affinity's Waterfall approach go to: www.affinity-digital.com/waterfall

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Affinity Hybrid Agile

For a full definition of The Affinity Hybrid Agile approach go to: www.affinity-digital.com/Hybridagile

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Affinity Full Agile

For a full definition of The Full Agile Requirements Backlog go to: www.affinity-digital.com/agile
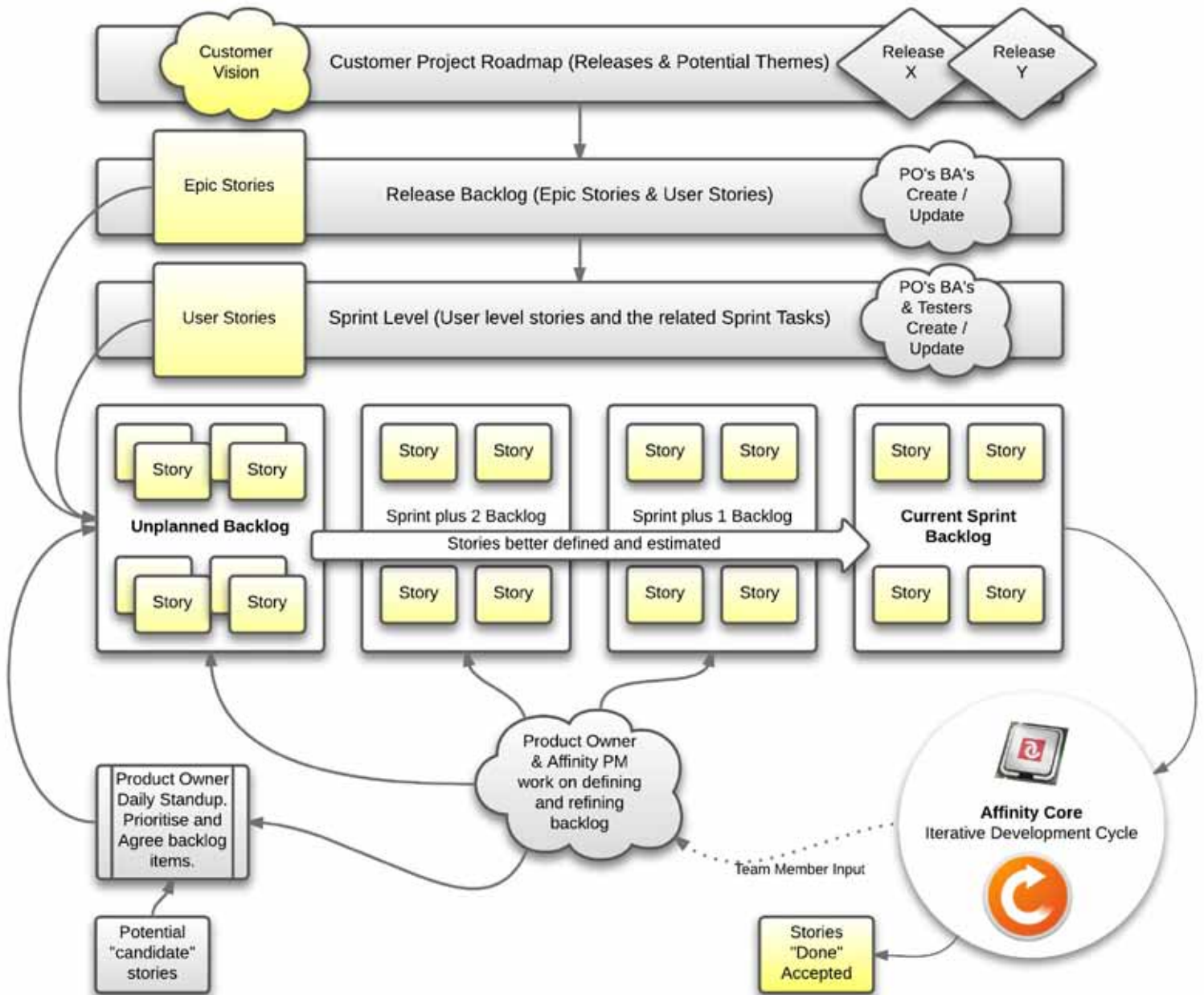
"Affinity does, from time to time, use freelance (contract) staff on our projects if the scale demands it. These freelance staff are well known to us and are well versed in our processes and procedures."

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Who we do it for:

We work with a range of clients using the Magento platform both Community and Enterprise versions ranging from Government and Blue Chip Contracts to Marketing websites for SME's. This is one of the key benefits of the Magento Platform – its scalability.

Clients and solutions of note include:

Client:	**AGCO**
Profile:	International Tractor and Agricultural machines manufacturer
Projects:	EMEA Websites - shop.challenger-ag.com
	shop.fendt.com
	shop.valtra.com
	shop.masseyferguson.com
Platform:	Magento Enterprise
Sector:	Agricultural, manufacturing
Applications:	Website, ecommerce

Client:	**Sparex**
Profile:	UK based Agricultural parts sellers
Projects:	Global Websites - http://dk.sparex.com
Platform:	Magento Community
Sector:	Agricultural, distribution
Applications:	Website, ecommerce

Client:	**JKP publishing**
Profile:	Global publisher
Project:	Two websites three storefronts one Magento instance
Platform:	Megento community
Sector:	Publishing
Applications:	Website, ecommerce, reporting

CASE STUDY: Please go to www.affinity-digital.com/casestudy/agco

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Affinity's Associated Services:

Business Analysis

One of the most critical components of the affinity team are the web business analysts. Without this crucial role, our Developers and Project managers will be unable to effectively complete their tasks. A web business analyst identifies the needs within an organization that correspond to the sphere of the online world. They are also charged with determining an appropriate course of action or solution depending on needs of the company. "Web Business Analysts are essential to linking the business objectives and the technical capabilities," Our clients want to achieve their goals, but they may not understand the technical limitations in what can be done, in terms of resources, technology, and the time available. Our web business analysts are the link that gives better understanding to both sides.

Creative Design Services

We believe that good design is fundamental to any successful project. Making good use of graphic design principles allows us to:

•   Create attractive and engaging solutions for our clients;

•   Maximise ease of use and facilitate the users' journey through any website or application;

•   Enhance and drive forward the client's digital brand in support of their wider marketing strategies.

We focus on the usability of your website, making sure that your customers' interactions with it is enjoyable and without confusing or superfluous obstacles that may cause them to disengage or abandon their journey.

By applying these principles to your website, we will be able to deliver against your requirements in a way which will not just enhance your visitors' experience but will also strengthen your brand in support of your wider marketing strategies.

Our design team are fully conversant with the implications of developing a truly fully responsive in design, meaning that whatever platform (screen size and resolution) the website is viewed on. the web page is optimized to deliver the best and most appropriate view of that page. The beauty of 'open source' software and Drupal in particular is that we can demonstrate this technological approach and many of its other features on a 'play before you pay' basis).

Use Cases

Well-written use case narratives (or simply "use cases") offer affinity's analysis, development, and testing teams an invaluable guidebook. A use case is a formalized story that describes how someone procedurally interacts with an existing or proposed system and they should be part of every project managers' permanent tool set. Well-written use case narratives (or simply "use cases") offer the analysis, development, and testing teams an invaluable guidebook. A use case is a formalized story that describes how someone procedurally interacts with an existing or proposed system and they should be part of every project managers' permanent tool set.

User Journeys

At affinity we ensure we understand the underlying problem before attempting to solve it and then make things simple and intuitive. Acknowledging that the user is not like you and having empathy is the key to a great User Journey. When we really get what makes people tick and why they do what they do, we'll have a much easier time making their visit better.

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The Technology & Integrated Communication Agency

Affinity's Associated Services:

User Experience Design
When someone is trying to get something done, they're on a mission. Don't interrupt them unnecessarily, don't set up obstacles for them to overcome, just pave the road for an easy ride. Affinity's UX team will create designs that have intentional and obvious paths that will allow people to complete tasks quickly and freely. We will create a visual hierarchy that matches the user's needs, Provide signposts and cues and of course make actions reversible. Our mantra is - Less is more. It is important to make sure that everything in the design has a purpose. Some things are purely functional; other things are purely aesthetic. But if they aren't adding to the overall positivity of the experience, then we'll take it out. Finally be consistent Navigational mechanisms, organizational structure and metaphors used throughout the design must be predictable and reliable. When things don't match up between multiple areas, the experience can feel disjointed, confusing and uncomfortable. People will start to question whether they're misunderstanding the intended meaning or if they missed a key cue. Consistency implies stability, and people always want to feel like they're in good hands.

Other Affinity service offerings:

Open Source Website Consultancy

Open Source Website Development

Drupal Development

Wordpress Development

CRM Implementation

Open ERP odoo Implementation

Open Source software Development

SugarCRM (Customer Relationship Management) Implementation

Software Integration Specialists

Open Source Flexible Assessment Systems (FAS)

Making Contact:

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