

Healthcare Leader Scales Efficiencies by Revamping E-commerce Operations

Case Study



Overview

Modernizing digital architecture

A global leader in biomedical testing and clinical diagnostics, dedicated to advancing healthcare through innovative laboratory solutions, partnered with Zensar to embark on a digital transformation initiative to elevate user experience, cost and operational efficiencies, and business agility.

Zensar's brief:

- Modernize the architecture by upgrading from a monolithic system to microservices.
- Enhance e-commerce capabilities by migrating to the Intershop platform.
- Optimize pricing structures and streamline catalog management.

Beyond the brief:

With over two decades of experience in delivering e-commerce solutions, we provided strategic guidance to enhance the platform's scalability and support the diverse needs of users across 120 countries — all within a unified, global solution.



Challenges

Addressing critical digital transformation needs

The client's IT ecosystem was weighed down by multiple challenges:

- Poor user experience for order and status tracking
- Inadequate scalability to meet increasing B2B online business demand
- Need for better IT agility and cost efficiency
- Complex catalog management creating operational hurdles
- Code-sensitivity of data privacy and cookie management
- Frequent downtime due to performance issues



Solution

Transforming the e-commerce ecosystem

We collaborated closely with the client's team to evaluate multiple e-commerce options before designing and deploying a transformative solution leveraging Amazon hyperscale services for compute, storage, networking, and database management — ensuring high availability, scalability, and operational efficiency.

Solution components

- **Microservices migration:** Transitioned from a monolithic architecture to one based on microservices for component services, including technical documents, software downloads, and ERP API.
- **eStore revamp:** Executed these key moves:
 - Upgraded from legacy WebLogic to Intershop.
 - Integrated Sitecore for the frontend.
 - Rearchitected technical documents and software downloads as microservices.
 - Streamlined backend operations through Intershop APIs.
- **WSR admin overhaul:** Migrated the WSR Admin e-commerce application to ICM Backoffice and deployed the modules on technical documents and software downloads from WebLogic to Amazon Web Services (AWS) Cloud.

- **User interface (UI) redesign:** Configured a responsive and progressive UI that not only enhanced visual appeal but also ensured a consistent and intuitive journey across the platform.

Solution highlight

- **Enhanced agility:** Enabled greater flexibility by decoupling the architecture.
- **Cloud scalability:** Enhanced scalability, reliability, and overall performance by leveraging cloud resources.
- **Cost optimization:** Reduced infrastructure costs through efficient cloud resource utilization.
- **Elevated user experience:** Ensured that our focus was not just on technology, but more importantly, on the people who use it.

Solution enablers

- **AWS EC2 virtual machines** and **ECS containers** were used to deploy component services and the WSR Admin application.
- **AWS CloudWatch** was used for real-time log monitoring and gaining performance insights.
- **AWS S3** was used for reliable and scalable object storage.
- **AWS Cloud** was used for subscription of technical manuals and device software.
- **InterShop SaaS** was used for streamlining e-commerce processes.
- **InterShop APIs** were used for integrating with Oracle EBS, PIM, and SFDC.
- **Sitecore** was used to optimize content management and user experience.



Impact

Higher customer engagement and revenue growth

According to internal benchmarks, these results were delivered:

- 17% increase in customer usage
- 4-5% increase in order volumes through the portal
- 20% faster implementation of new enhancements
- 100% improvement in pricing and catalog performance

Business outcomes: The solution helped drive higher customer engagement and revenue growth by enhancing user experience, enabling faster time-to-market, and improving operational efficiency.



zensar
An  **RPG** Company

At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

For more information, please contact: info@zensar.com | www.zensar.com