

SOFTSERVE BUSINESS SYSTEM

Software for the Fast-Moving Consumer Goods industry

WEBSITE DEVELOPMENT

 30 MINUTE MEETING

<https://softservebs.com>



PROBLEM AND CHALLENGES

This redesign aimed to enhance the website's user experience by utilizing high-fidelity wireframes provided in Figma. The goal was to make the website more informative and interactive for users, improving engagement and usability.

Our task was to fulfill all the client's wishes and ensure the site was easy to manage.

Animations played a crucial role in enhancing the overall impression of the website, so our goal was to make them exactly as the client envisioned. And we succeeded in doing so, all the resources and efforts we invested in them have paid off.



SOLUTION AND RESULTS

We all together achieved what we aimed for. The website redesign was completed. Thanks to swift communication with the client, we obtained answers to our queries.

- Redesign of Existing Website. Based on the design created in Figma, we updated the existing pages of the website and added new ones to align with the new design.
- Custom Post Types: We created custom post types to accommodate specific content requirements, enhancing the flexibility and organization of content on the site.
- Code Optimization
- Enhancements to Admin Interface
- Flexible Content Creation with ACF Pro



WHERE DO YOU WANT TO GROW YOUR BUSINESS TODAY?

Made with  in Miami, Kyiv, Kharkiv and Zaporizhzhya

www.teammediamagic.com

Manage CPG Sales in Real-Time

With our Single AI-Driven EcoSystem

SFA & TPx in One Suite

100% Data Quality

Omnichannel Support

BOOK A DISCOVERY CALL



We offer a cohesive ecosystem of solutions & services that is built around a CPG's real needs and challenges

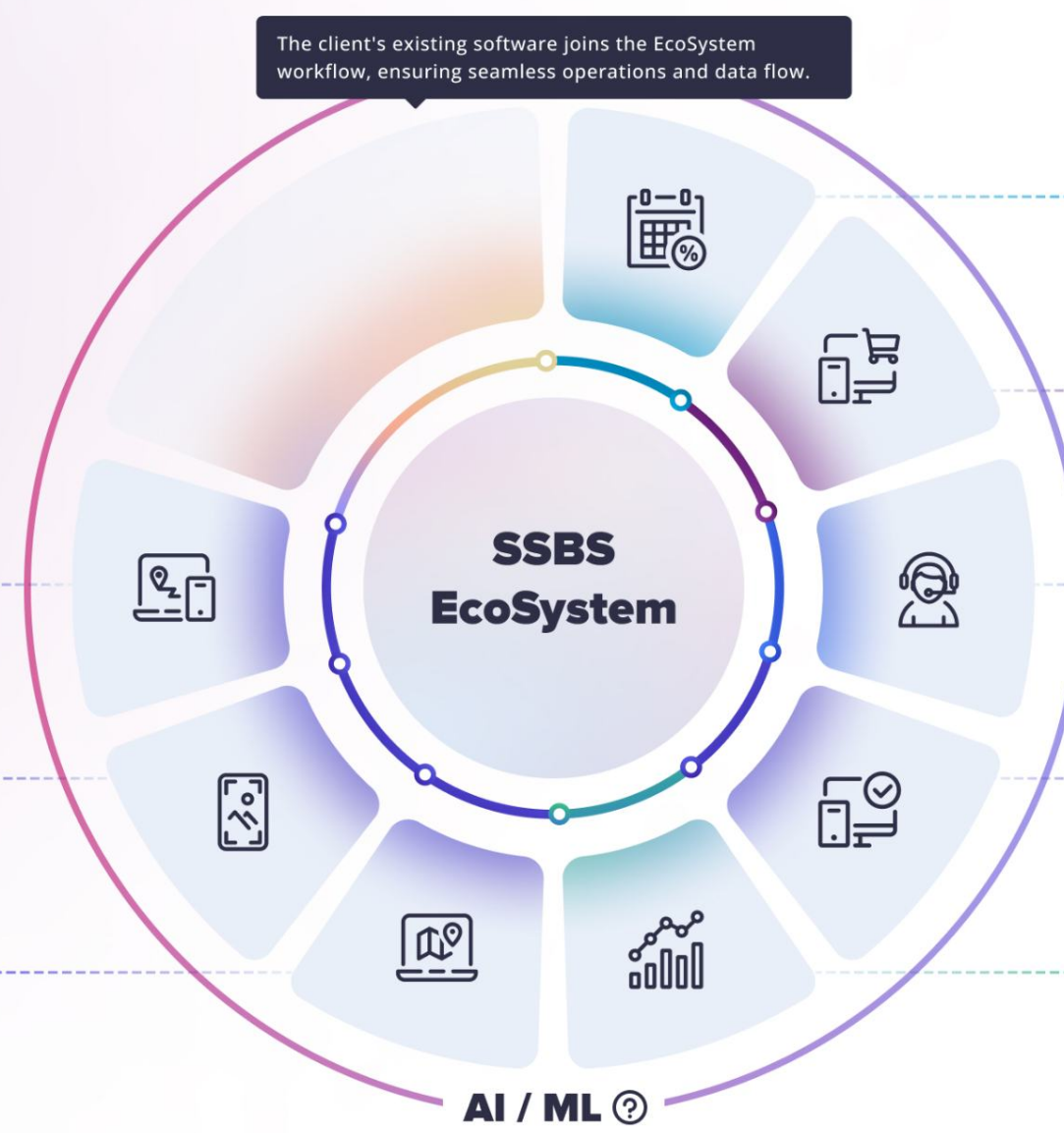
SSBS EcoSystem

A fully integrated AI-Driven suite of solutions that covers the entirety of CPG needs and drives digital transformation across the business.

Sales Force Automation

Image Recognition

Territory Management



MORE ON SOLUTIONS

SSBS Services

Every CPG business is unique and to answer that uniqueness our area of expertise extends far beyond out-of-the-box solutions. We offer customization services to support almost any request that could appear during the partnership, from the need to integrate the EcoSystem with Salesforce or SAP services, to the task of developing a unique digital platform or scalable data product. Below is our list of added value services:



Data & Analytics

Design and development of cloud data platform, data transformation, and advanced analytics.

LEARN MORE



Custom Development

Development of smart, functional and scalable web and mobile applications for every end user.

LEARN MORE

MORE ON SOLUTIONS



Award-Winning Organization

Our solutions are proven best-in-class in different categories by the world's leading CPG organization Promotion Optimization Institute (POI), and other related agencies.

Our Approach

As a global solution provider with more than 20 years of experience, in-depth domain expertise, and tech mastery we achieve flexible delivery of multiple tasks while remaining attentive to our CPG client's specific business needs. Our team is always 100% dedicated, and we ensure that every client receives the focused support required to complete their projects on time and within budget.

We are a part of the SoftServe global network, which includes 12,000 plus employees around 16 countries worldwide. Together, we act as a single industry leader that can handle the complexity at any level and ensure a streamlined process from day one.

20+ YEARS ON THE MARKET

200+ SUCCESSFUL PROJECTS

100+ CLIENTS GLOBALLY

MORE ON ABOUT US



What Our Clients Say



The strong partnership with SoftServe helped us to build and achieve success with the Data Platform. We came to SoftServe with this challenging task because we knew that they have the ability to see the big picture and provide a reliable process.

James Gillespie
Data & Architecture Director @ AB InBev

ALL SUCCESS STORIES

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ALL INSIGHTS

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Please describe your business requirements
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