

# Poshberry

## Case Study

Poshberry is a company that provides a wide range of services for luxury travel industry. The developed website is a convenient way to book first class tickets for the best price. The website is ergonomic, user-friendly and supports mobile and tablet devices.

**Customer:** Poshberry AG

**Project:** Poshberry

**Type:** Web development

**Website:** [poshberry.com](http://poshberry.com)

### Requirements:

The initial requirement was to improve and refine the existing company website in terms of security, usability, payment options and search engine optimization. Since Poshberry company is working in luxury travel area well optimized customer service is crucial. The aim was to automate the whole process of working with customers including quote request handling, credit card payments, customer support and integration with an accounting system.

### Challenge:

Elinext engineers had to take over and investigate the existing website structure. In order to meet the requirements some components of the system have been reworked. The development team was also required to develop additional functionality for the admin panel and appropriate functions for integration with a third-party accounting system.



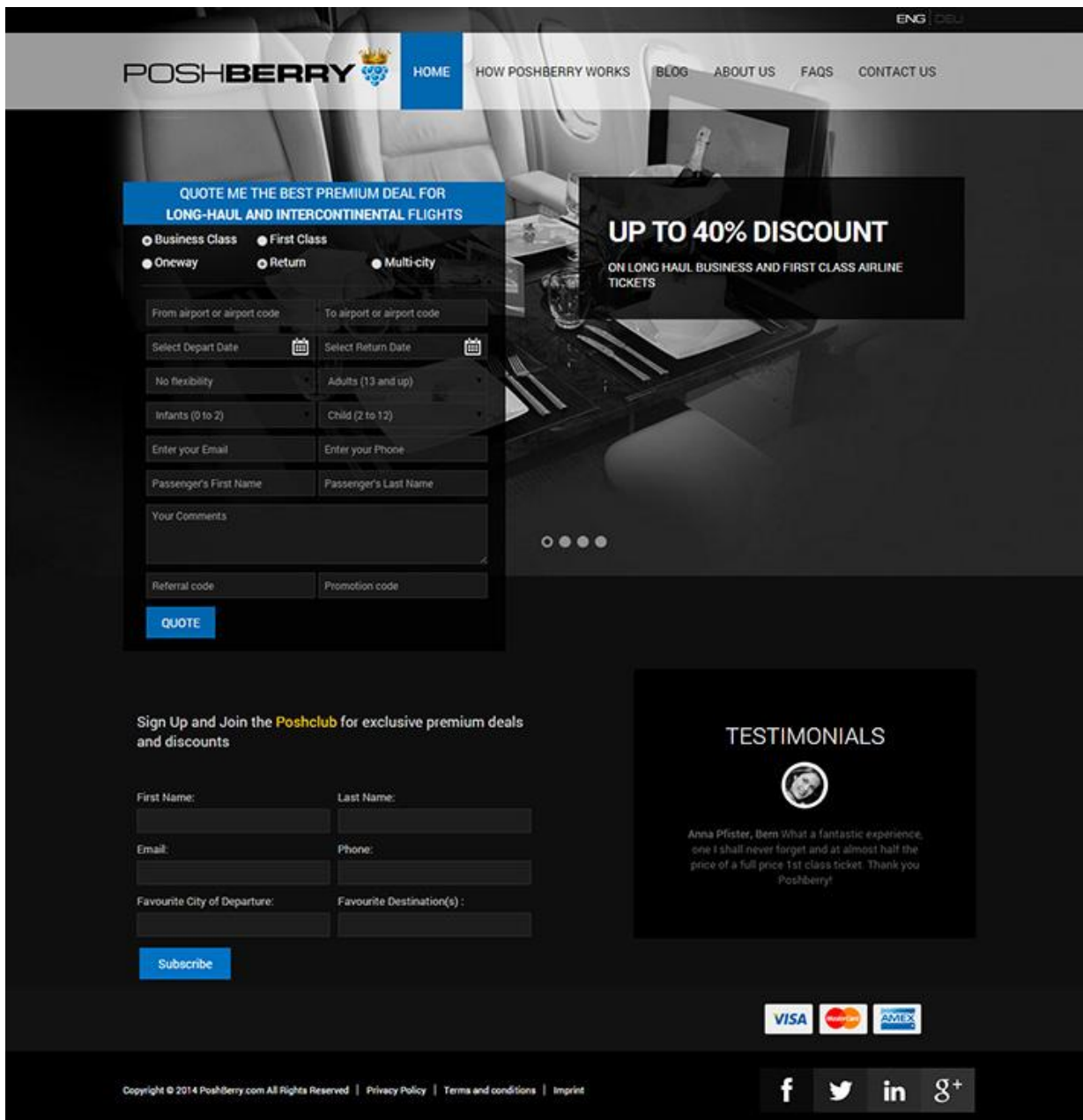
Elinext designers had to analyze the website in terms of usability and optimize new components for mobile and tabled screens taking into account multilingual content of the website.

### Solution:

The development team analyzed the existing code and made refactoring. Additional functionality for the admin panel was developed as plug-ins. Wirecard payment gateway has been chosen for credit card payments. System was enhanced to generate encrypted payment links and was integrated with SSL Certificate.

### Results:

The first delivery of the project with the priority functionality was updated on the live server within two weeks and included accounting system improvements, user interface enhancements, security enhancements and admin panel updates. Elinext developers also analyzed website performance and applied appropriate optimization that increases website speed by 25%. Elinext continues to support Poshberry company with development, design, maintenance and SEO efforts which allow Poshberry to provide excellent user experience to their clients.



**Region:** Worldwide

**Industry:** Travel & Local

**Engagement model:** Time and material model

**Technologies:** PHP, Javascript, jQuery, CSS3

**Duration:** ongoing project

Elinext Group is a global supplier of software services and IT solutions for a wide array of industries, including advertising, accounting, banking, education, finance, healthcare, hospitality, real estate, retail, tourism and others. Elinext Group's companies specialize in custom software development, mobile development, web development, TV app development and game development. For more information, visit: [www.elinext.com](http://www.elinext.com)

**Staff:** 2 PHP developers, 1 UI developer, 1 SEO specialist, 1 designer, 1 copywriter

Elinext Group is a global supplier of software services and IT solutions for a wide array of industries, including advertising, accounting, banking, education, finance, healthcare, hospitality, real estate, retail, tourism and others. Elinext Group's companies specialize in custom software development, mobile development, web development, TV app development and game development. For more information, visit: [www.elinext.com](http://www.elinext.com)