



BETTER TEAMS. BETTER RESULTS.

CASE STUDY

eCommerce ■ Software Engineering



The Situation

Amify is an eCommerce optimization company based in Virginia that helps brands selling on Amazon to maximize sales and profitability by providing complete strategy, management and operational services. The company was looking to expand its software engineering capabilities to better support its clients, beginning with a new digital onboarding procedure and innovative technology solutions. The initial 3-month goal was to reinforce infrastructure and implement a basic web application with login/logout functionality.

The Solution

Coherent provided a cross-functional team working across application development and data domains.

In just three months, the Coherent team:

- Established initial application architecture and stood up automated infrastructure configuration.
- Integrated with the authorized provider and implemented authorization and authentication workflows - including Google and Microsoft SSO.
- Implemented login/logout functionality along with a user enrollment process and admin UI for user management.
- Helped establish Dev, UI/UX, QA and DevOps procedures and tools.

The Results

In addition to taking on all application development and data-related needs, Coherent also developed a prototype solution that would identify Amazon product pros and cons. This would then enable Amify's clients to better understand the strengths and weaknesses of their items, and adjust their marketing and/or products accordingly.

Why Coherent

- ✓ A trusted advisor delivering measurable results
- ✓ Time tested, proven, & effective processes
- ✓ US-driven service for high-quality global delivery

Our Core Values

- Passion for Excellence
- Integrity & Professionalism
- Customer Focused
- Team Above Self
- Results Oriented



Let's Connect



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