

COGdigital[®]

MAGENTO ECOMMERCE CUSTOM SHIPPING MODULE

Case Study – Swane's Nurseries



DISCOVER



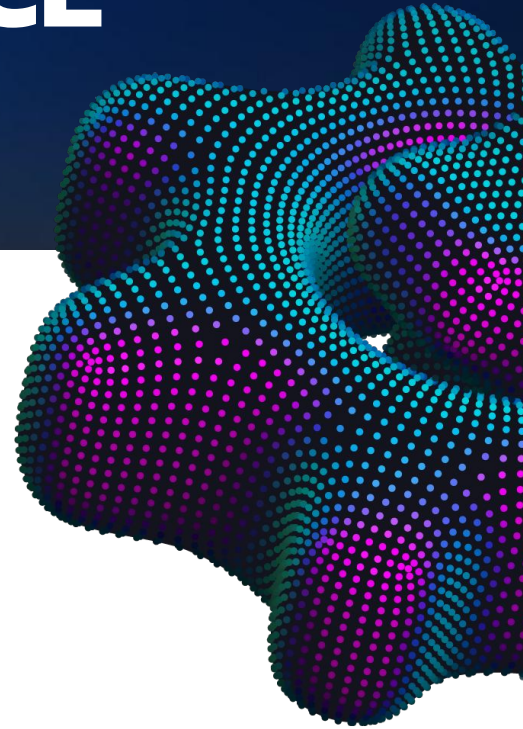
THE COG DIGITAL APPROACH TO MAGENTO ECOMMERCE DEVELOPMENT



This document will introduce you to one of the COG Branding Magento eCommerce projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!





WHAT WE KNEW FROM THE START

We knew that Swane's Nurseries needed a trusted professional Australian website development team to develop and manage their Magento eCommerce and custom shipping module, plus ensure the primary digital assets performed.

We also knew that the Swane's Nurseries brand needed a Web Development agency that is affordable, communicates clearly, and understands the Magento eCommerce platform and how to integrate 3rd party extensions for community edition of Magento 2.3.

The specific support required determined their partner digital development agency could offer a WMA (Website Maintenance Agreement) and support aftercare once the custom shipping module was complete and in production environment.

Plus, their business wanted a team of digital experts to offer solutions for better performance in Google, UX, and solve 3rd party extension conflicts.



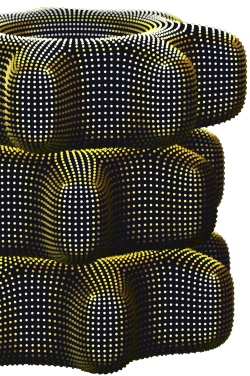
ABOUT THE CLIENT

Swanes Nurseries is proudly family owned and operated Australian business that began operating in 1919 and has had significant impact on gardens Australia wide and, through their breeding programs, worldwide.

Their flagship plant nursery at Dural sits on 16 hectares and houses not only their garden centre and famous rose gardens but also their plant growing and production areas with extensive shade and glasshouses, and their new rose variety trial garden.

Swanes Trade desk is at their Dural Garden Centre and offers easy access to thousands of plants for their landscape and building tradespeople.

Grow, Create, Inspire are words that characterize the soul of Swanes Nurseries, their pride in what they produce, and strive to achieve in the future.



FROM THE CLIENT

"Luke and the team at COG Branding took our established and offline business and took it into the future and connected it to eCommerce technology. They've helped our brand and opening up new revenue opportunities via sustainable digital solutions. I can recommended them as a reliable supplier and good old fashioned quality service".

- Finbarr O'Leary
Director





THE KEY COG DIGITAL SOFTWARE & TECHNOLOGY IN THIS PROJECT.

Magento Community Edition 2.3

[Magento Open Source](#) 2.3. offers significant platform upgrades, substantial security changes, and PSD2-compliant core payment methods.

This release includes over 220 functional fixes to the core product and over 30 security enhancements. It includes resolution of over 275 contributions by our community members.

Hosting Stack

[Magento hosting](#) is a web hosting plan that provides compatibility with the eCommerce software Magento.

While Magento is free and provides a lot of useful features for running an online store, one thing it notably doesn't provide is web hosting

3rd Party Extensions

A [Magento extension](#) is a package of code responsible for achieving a specific functionality in Magento.

In contrast, an extension always refers to a packageable component that can extend and customize Magento functionality.



MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain – COG Branding will ensure the project journey is rich in communication and accuracy.

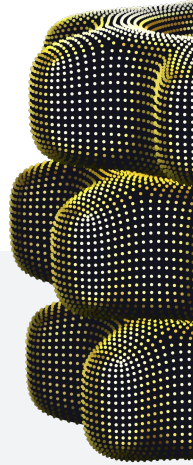
All projects have challenges and people rely on COG Branding for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations. So during production and aftercare we're on the same page.

- **Optimization of 3rd Party Extensions.**
- **Create Shipping matrix for a complex national business model.**
- **Staging server UAT and push to production server and sandbox UAT**



BRIEF SUMMARY



COG Branding is proud to deliver the Magento eCommerce CMS Website Development and Support for the Swane's Nurseries business, primarily the Shipping Matrix and Custom Shipping Module.

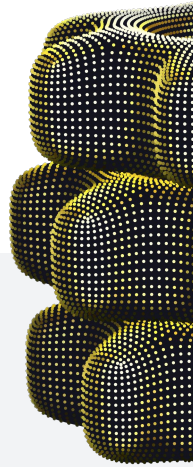
Swane's Nurseries approached COG Branding for a WMA (Website Maintenance Agreement) and to also integrate a complex Shipping Matrix and Custom Shipping Module.

Swane's Nurseries is a business that delivers a range of plants and outdoor landscaping products Australia wide at retail and wholesale levels. The nature of the product sees the product logistically problematic. There is the delicate structure of plants, needing to remain upright and protecting foliage. Plus, there are different configurations of product and quantities, plus there is biosecurity requirements to ship product interstate. All these elements impacted how the Shipping Matrix and Custom Shipping Module would need to be built and optimized.

The all important consumer front end would need to be considered as any digitization of the Swane's Nurseries shipping process would include an eCommerce website consumer front end User Experience. Here the customer would have little knowledge (or care) of these factors, though to ensure they checked out would be key to project success.



SOLUTIONS SUMMARY



The solutions COG Branding provided Swane's Nurseries were largely customised solutions connected to 3rd party softwares. Our solution was to mix both customised Magento plugins with existing supplier softwares.

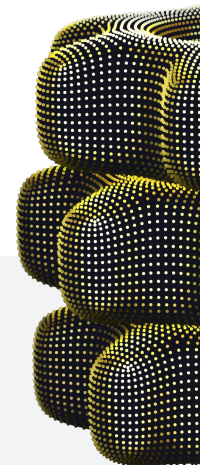
Our project initially commenced with a PID (Project Initiation Document) and a workshop with stakeholders. COG Branding needed to be certain we understood the Swane's Nurseries concerns and what they would most need from this integration.

COG Branding found the most appropriate suppliers of shipping modules for Magento 2.0 is [Amasty](#). A solid provider from 1.9 to 2.0 Magento over many years, their customer support and extension documentation ensures confidence in building in a customer shipping module for Swane's Nurseries. The delivery of the solution needed to include a highly customized and individualized suite of shipping and fulfillment options such as -

- create custom shipping options
- Advanced table rates for shipping cost calculation
- Rules & restrictions to manipulate options display
- Delivery zones to better manage delivery regions
- Calculator for shipping cost display on product pages
- Delivery date & time to offer delivery slots, comments
- Zipcode validation, incl. alphanumeric postal codes
- Shipping per product to assign to products individually



RESULTS SUMMARY



Go live with project Success!

Swane's Nurseries successfully integrated a Custom Shipping Module solution in combination with 3rd party supplier eCommerce shipping extensions for Magento 2 softwares.

Swane's Nurseries can now sell product on their website and have the shipping matrix automatically calculate for the user on the front end shopping experience. The back end enables prices to be managed automatically and carried through to logistics.

COG Branding provided developer support and stored all customisation in a Git Repo. Ongoing version control was part of the WMA (Website Maintenance Agreement).

The custom shipping module project included UAT (User Acceptance Testing), including pushing the updated website from production to staging then back to production environments, capable of scaling resources for traffic and seasonal traffic fluctuations (I/O usage, CPU and SSD storage space and RAM).

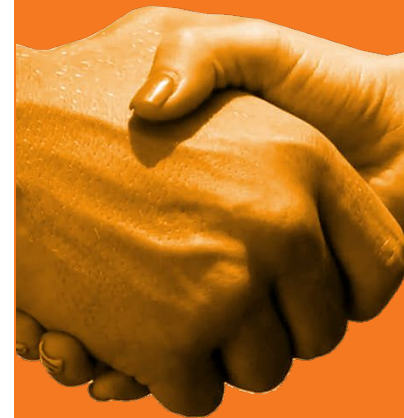
A successful launch into the production environment with statewide customers begging able to purchase products and the shipping and logistics for the business as an automated process via the website.





**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



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Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

(02) 9523 6007

Enquiries@COGbranding.com.au

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Phone: +612 9523 6007
Email: Enquiries@COGbranding.com.au
Address: 8A Cronulla St, Cronulla 2230 NSW AU
www.COGbranding.com.au

COGbranding[®]

www.COGbranding.com.au

Enquiries@COGbranding.com.au

+612 9523 6007.

8A Cronulla St, Cronulla 2230 NSW Australia

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