eltrino
Rock your eCommerce

About Eltrino

We are **Eltrino - full service eCommerce solutions provider**

eCommerce Solutions development **is our passion** and what we do best.
We serve B2B & B2C stores on Magento, integrate OroCRM, develop useful extensions for Magento and OroCRM. We are **creating our own help-desk software** DiamanteDesk to organize all incoming customer requests from all sources in a single place.

We have **7 years of successful experience** in development, wide range of successful eCommerce projects for **Fortune 500 clients from USA and clients from Germany, Netherlands, Italy & France.**

Our Engineering and R&D teams have core Magento developers who started the Magento Platform foundation.

Currently we have a team of twenty Engineers and growing. Eltrino Development team is well established with diverse skills that incorporate Magento experience, QA engineers, front-end developers, system administrator, project manager. Also, most of our people are **Magento Certified Plus Developers or Magento Certified Front-end Developers**. Our main strength is combination of Magento knowledge, experience, code quality and development speed.

Our main value - people.
Our main desire - to make people happy!

When we take a project we cater for elevating our customer's confidence by eliminating discrepancy and by setting up the right expectation delivered by Eltrino world class consultants who go the extra mile to dig into the nitty gritty details of the proposed solution tailored for the client specific needs.

Our main difference is that when the project is done customers continue to cooperate with our team through support and maintenance services.
Our relationships with clients are long term and usually convert from a strictly professional collaboration to a friendship.
Our customers are loyal and gladly share their feedback about Eltrino with their affiliates and in such way we gain new and new clients.
Often clients are looking for improvements and support, **people want to get rid of the persistent problems or permanent threat of their existence, so we give them such happiness, providing calmness and confidence.**

ex-MAGENTO CORE DEVELOPERS

OWN DEVELOPMENT CENTER

IN KYIV, UKRAINE

250000+

HOURS SPENT BY ALL OUR DEVELOPERS ON MAGENTO SERVICES

SERVING

FORTUNE 500 CLIENTS

18+ MAGENTO EXPERTS

Our Expertise

Magento Frontend & Backend Development

Magento Upgrades & Customizations

Magento Support & Maintenance

- Migration to Magento 2
- Migrations from other platforms to Magento
- Magento Integrations and Functional Improvements
- Magento Server Configuration
- Perfomance Review & Code Audit
- Magento Quality Assurance
- Magento Architectural Advisory
- Business & Technical Consulting
- CRM & ERP Integration

Magento Extension Development

Our extensions are avaliable on **Magento Marketplace**, their **quality is approved by Magento** by passing the thorough review process.
Also we develop **custom Magento extensions** for clients' business needs.

Custom Web Development

We know how to build a new product from scratch as we're creating own software solutions: **DiamanteDesk** (Open Source helpdesk) and **WatchDogs** (security monitoring tool).

Magento Certified DEVELOPER

Magento Certified DEVELOPER PLUS

Magento Certified FRONT END DEVELOPER

MAGENTO 2 EXPERTISE

Magento 2 Expertise

Magento imagine commerce 2015 Magento 2 Extension Challenge Winner

Eltrino Team WON Magento 2 Extensions Challenge. First of all we developed new version of our PrintOrder extension compatible with Magento 2. And as the second step we prepared new Compatibility extension that allows to use newer extensions built for Magento 2 on older versions of Magento 1.x.

So now, thanks to our free Compatibility extension, you can create new modules for Magento 2 and don't worry about backwards compatibility with earlier Magento versions.

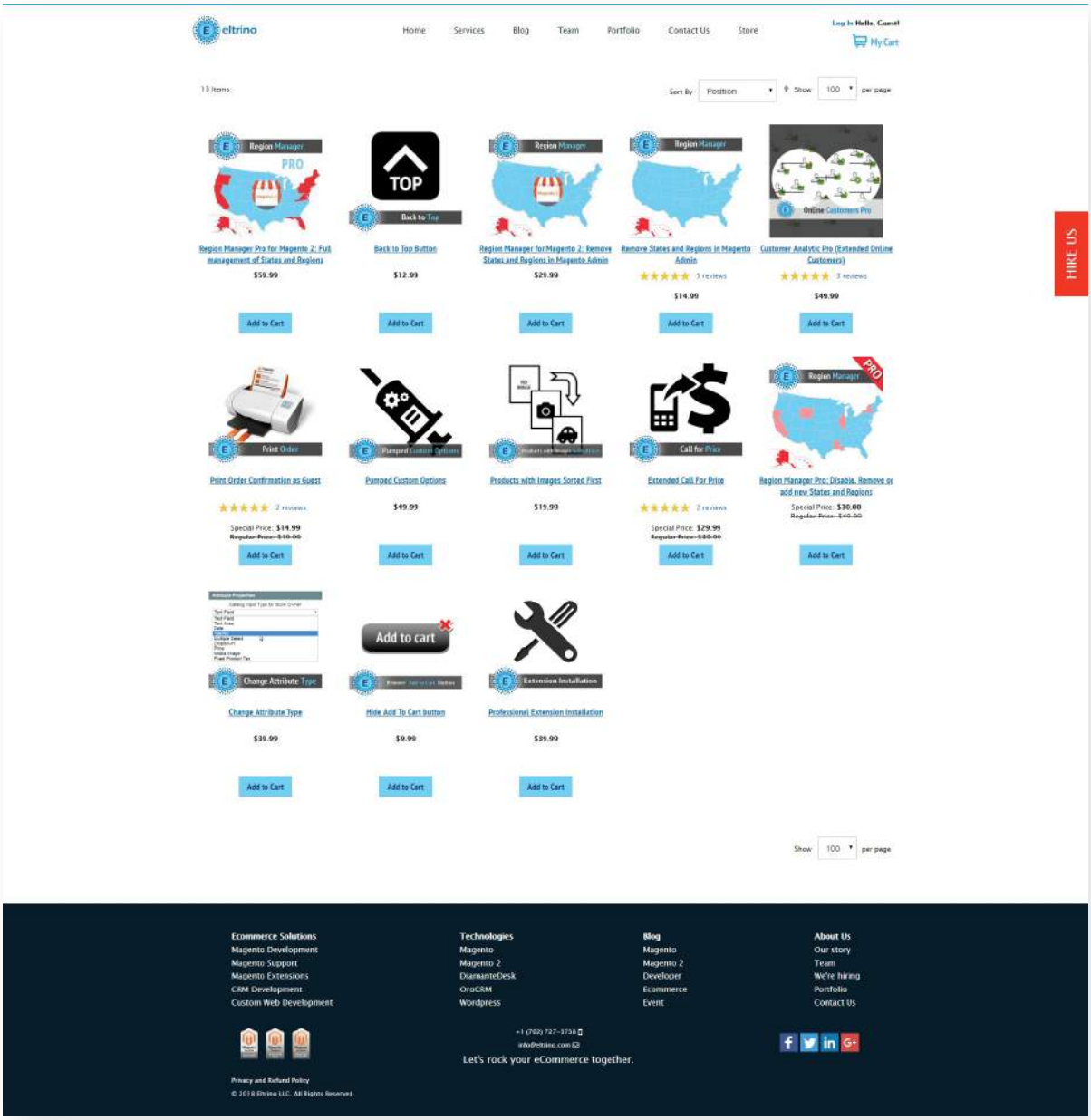
Magento 2 Expertise

We've migrated our own Eltrino Magento extensions store to Magento 2.1

We've migrated Eltrino store to Magento 2.1 and upgraded it to PHP 7. When we compared its performance values to the previous version, we got unsurpassed results. Server response time was decreased by 59% and number of transactions increased by 38%.

Technologies

- PHP 7.0.13
- Magento 2.1.3
- MySQL
- Apache 2.4.6
- JavaScript
- jQuery



store.eltrino.com

Magento 2 Expertise

We are developing new web store on Magento 2.2 for Brocard

At this moment developing and launching the largest omni-channel fragrance retailer in Ukraine on Magento 2.2

Technologies

- PHP 7.0.13
- Magento 2.2
- MySQL
- Apache 2.4.6
- JavaScript
- jQuery

Magento 2 Expertise

We've updated multiple Eltrino extensions to Magento 2

Region Manager for Magento 2: Remove States and Regions in Magento Admin

Region Manager for Magento 2 with easy to use control panel empowers users to select states or regions to exclude from display in the dropdown to customers on checkout, registration and estimate shipping stages.

Region Manager Pro for Magento 2: Full management of States and Regions

You don't need to code to handle states/regions list displayed in the dropdown to your customers on checkout, registration, and estimate shipping stages. Easily create different shipping and billing rules for any regions to exclude from display in the dropdown to customers on checkout, registration and estimated shipping stages.

PROJECTS

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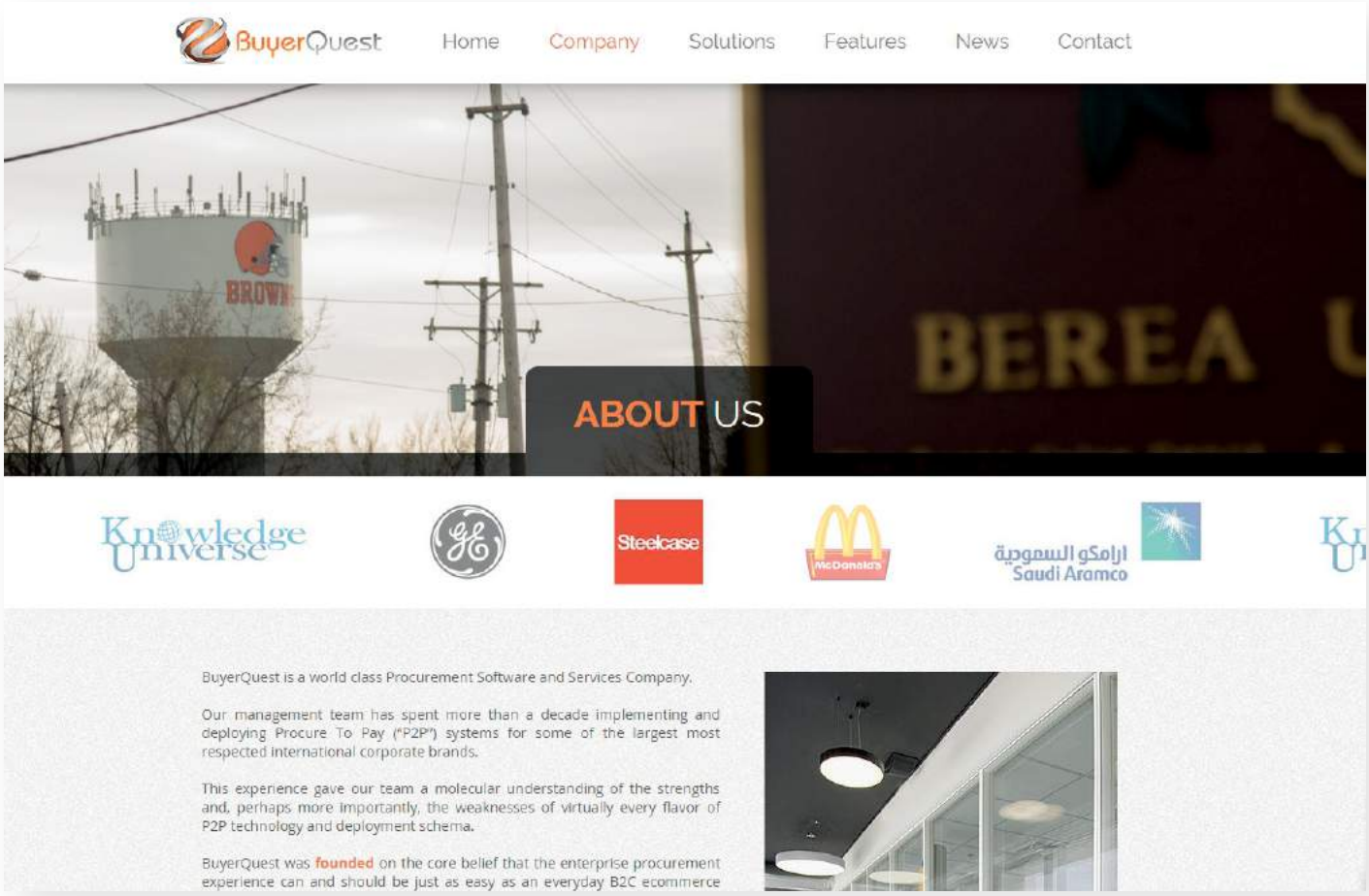
BUYERQUEST



Together with BuyerQuest in-house and remote team we developed eProcurement platform based on Magento and worked on P2P ("Procure-To-Pay") solution as well, we adopted the platform for end customers according to their business requirements and implemented turn-key solutions for their businesses (partial list of clients we were launching BuyerQuest eProcurement and P2P solutions for are following:

- Steelcase,
- McDonalds,
- General Electric,
- Saudi Aramco,
- Caterpillar,
- Stanford.

What was done

- Development of eProcurement platform based on Magento
- Magento custom development
- Speed and performance optimization
- Flexible data loaders (import/export various formats)

buyerquest.com

Duration (hours)
25000+

Number of people
17

Technologies

- PHP
- JavaScript
- jQuery
- Bootstrap
- Magento
- Varnish
- Solr
- Responsive web-design
- SASS (Compass)

Magento version:
Magento (Enterprise)

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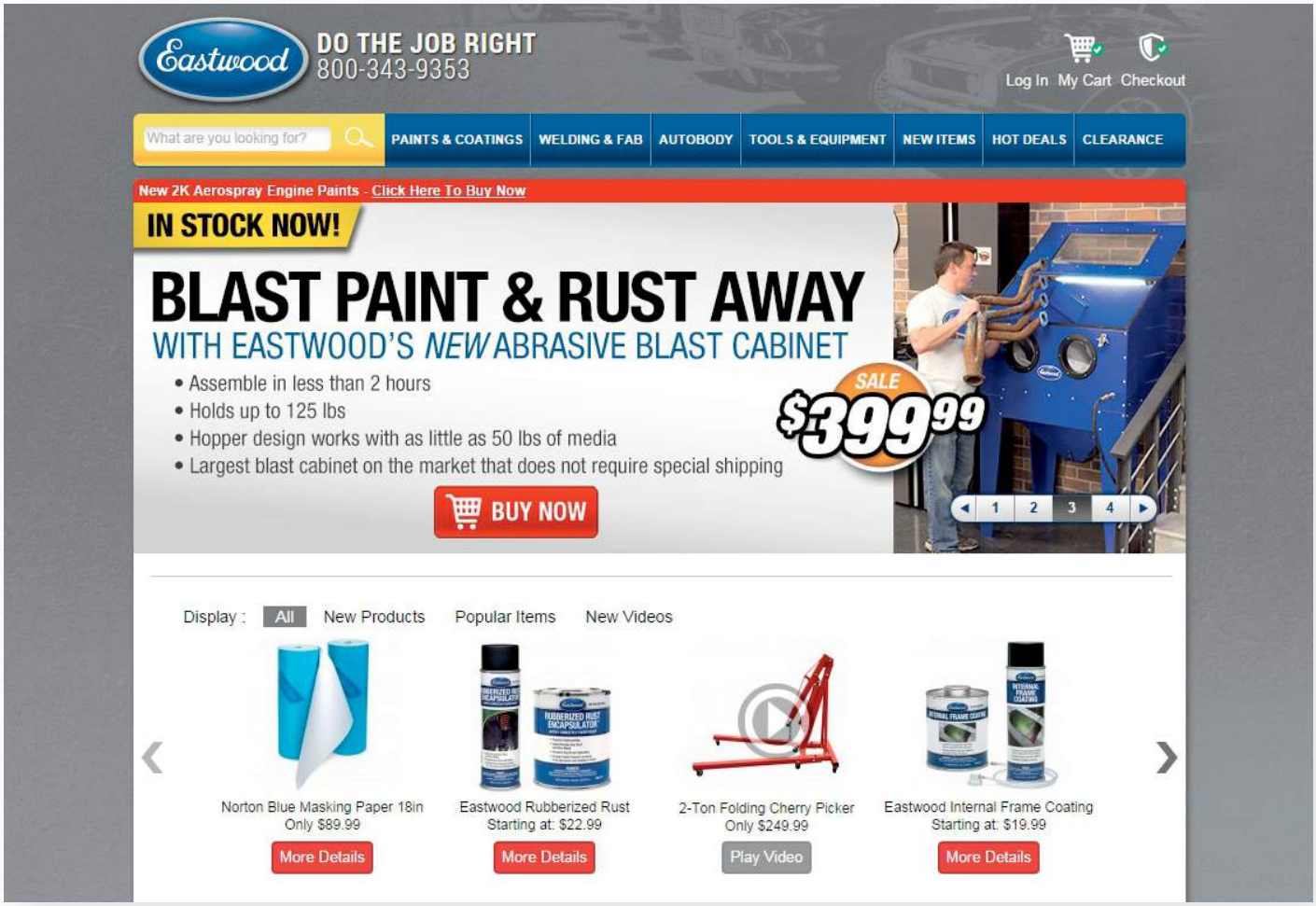
EASTWOOD



We provide continuous support and maintenance, upgrade to the latest Magento versions, constantly applying security patches, improvements, implement new customizations, develop various integrations (e.g. integration with proprietary ERP system, integration with SLI search, Bazaar integration, different tracking systems, promo campaigns, etc), recently developed integration for Magento and migrated from legacy ERP to Microsoft Dynamics AX (Axapta).

Duration (hours)
6000+

Number of people
13

What was done

- Magento custom development
- Speed and performance optimization
- ERP integration
- SLI search integration
- Bazaar integration
- Integrations with various marketing services (different tracking systems, promo campaigns, etc)
- Adaptive web design
- Maintenance
- Support

Technologies

- PHP
- JavaScript
- Magento
- Varnish
- Redis
- PrototypeJS
- Adaptive web design

eastwood.com

Magento version:
Magento 1.9.0.1
(Community)

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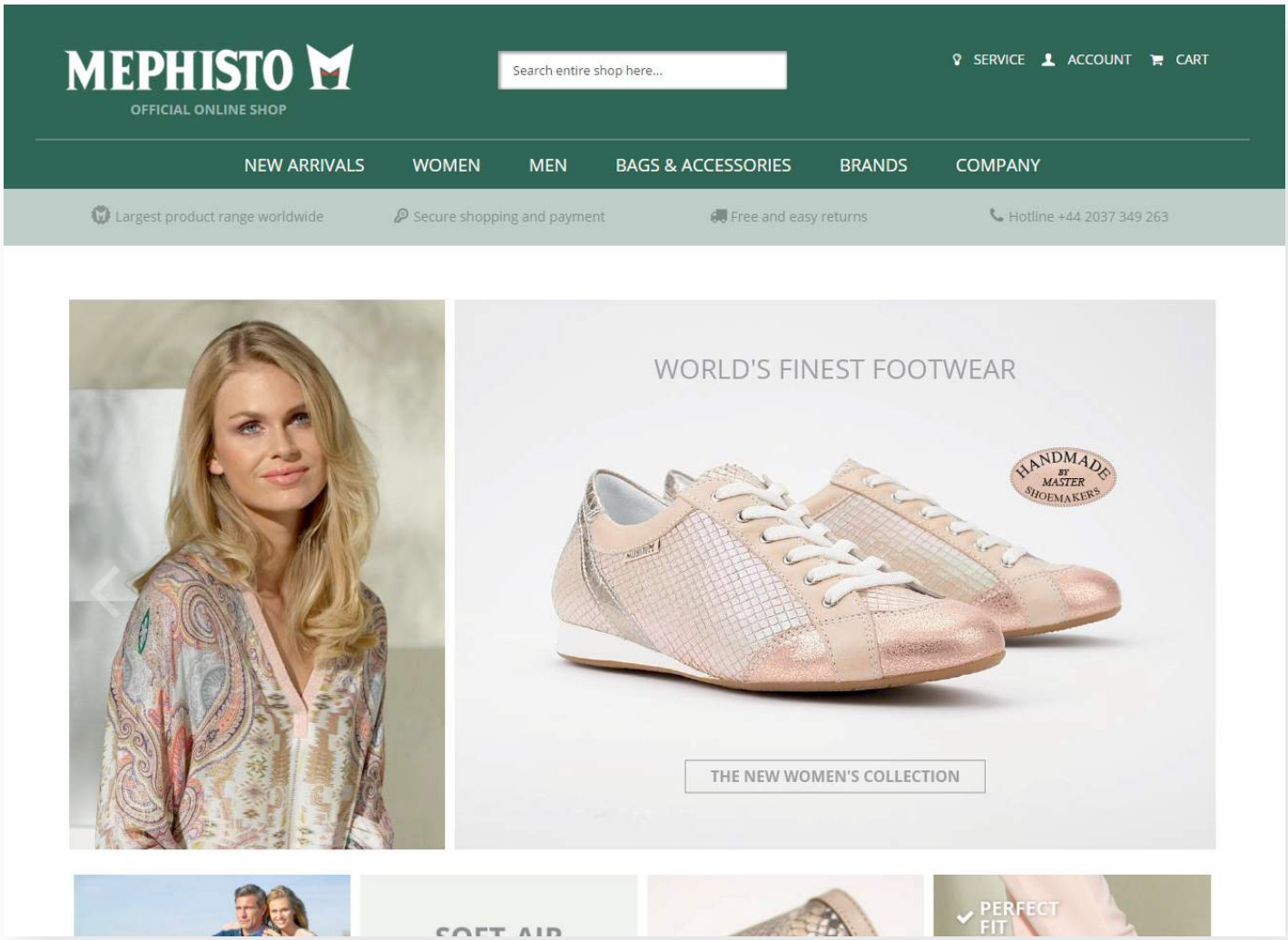
MEPHISTO



MEPHISTO - Finest Walking Shoes. MEPHISTO shoes are distinguished by unparalleled walking comfort and the highest level of quality. These unique and handcrafted shoes combine modern design with excellent fit.

As the company produces comfort and the highest level of quality products it's obvious they've chosen Magento as the best eCommerce platform available on the market.

Duration (hours)	Number of people
200	2

What was done

- Consulting
- Product import improvement
- Search functionality upgrade

Technologies

- PHP
- Magento
- JavaScript
- Docker

mephisto.com

Magento version:
Magento 1.14.2.0
(Enterprise)

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SKY TV
ITALIA

Sky Italia is an Italian digital satellite television platform owned by Sky plc. It is similar in many ways to Sky in the United Kingdom and Sky Ireland in Ireland, which is partly owned by 21st Century Fox, and like that network it is a major sports broadcaster.

They have very high sales volume and traffic especially last hours and minutes before any sport event starts when most of their customers buying the subscriptions to watch it. We did deep performance audit and helped Sky Italia in-house development team to further optimize Magento to serve even more clients and accept even more orders on the same hardware without any issues or faults.

Duration (hours)
80

Number of people
1

What was done
- Consulting
- Code Review
- Performance Audit

Technologies
- PHP
- Magento
- JMeter
- 3rd party integrations

sky.it

Magento version:
Magento (Community)

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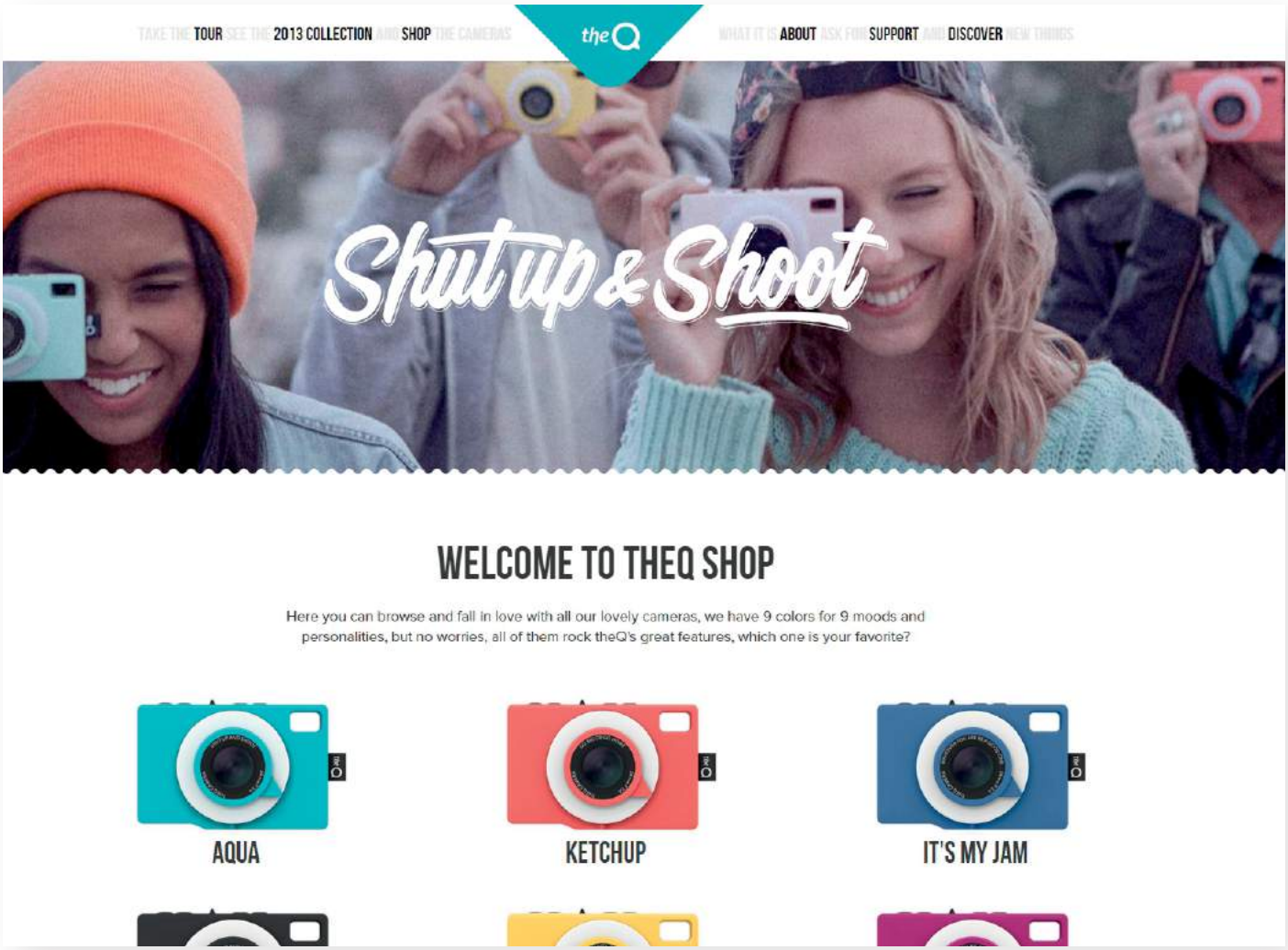
THEQCAMERA



theQ is the world's first social camera, uploading your photos to the internet automatically. Store unlimited photos online in theQ LAB. Cope with any lighting conditions thanks to theQ ring flash. It's waterproof and even idiot-proof.

We've upgraded, improved and fixed front-end and back-end parts of theQCamera store and helped to launch it.

Duration (hours)
200

Number of people
3

What was done

- Code audit
- Theme audit
- Email marketing setup
- Some design improvements
- Shipment features customization
- Bug fixing

Technologies

- PHP
- Magento
- JavaScript

theqcamera.com

Magento version:
Magento
(Community)

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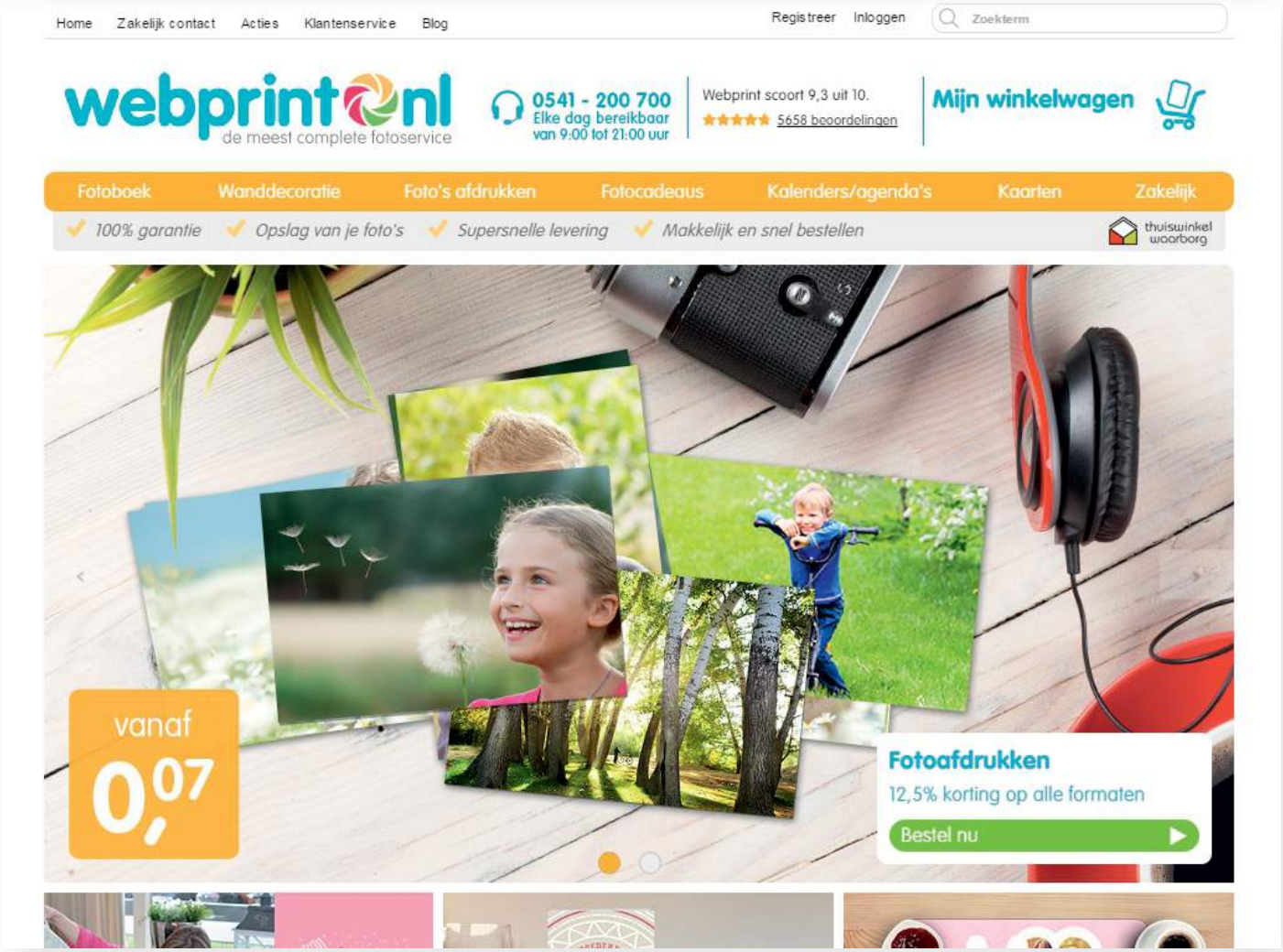
WEBPRINT



Webprint.nl helps people to make memories tangible.
Lowest price photo service in the Netherlands, that helps you create photo canvases, calendars, different exciting photo books, maps, and much much more!

We provided consulting services to migrate from legacy eCommerce solution to Magento. Collected all business requirements, documented integration with in-house ERP system, connected Magento to printing API to automate printing processes as much as possible.

What was done

- Consulting
- Code review
- Extensions installation
- Integration with custom back-end API for photo printing on all different kind of materials
- Shopping cart improvements
- Billing/shipping features upgrade
- Speeding up customer import
- Bug fixing

webprint.nl

Duration (hours)
500

Number of people
2

Technologies

- PHP
- Magento
- Memcached
- MySQL

Magento version:
Magento (Enterprise)

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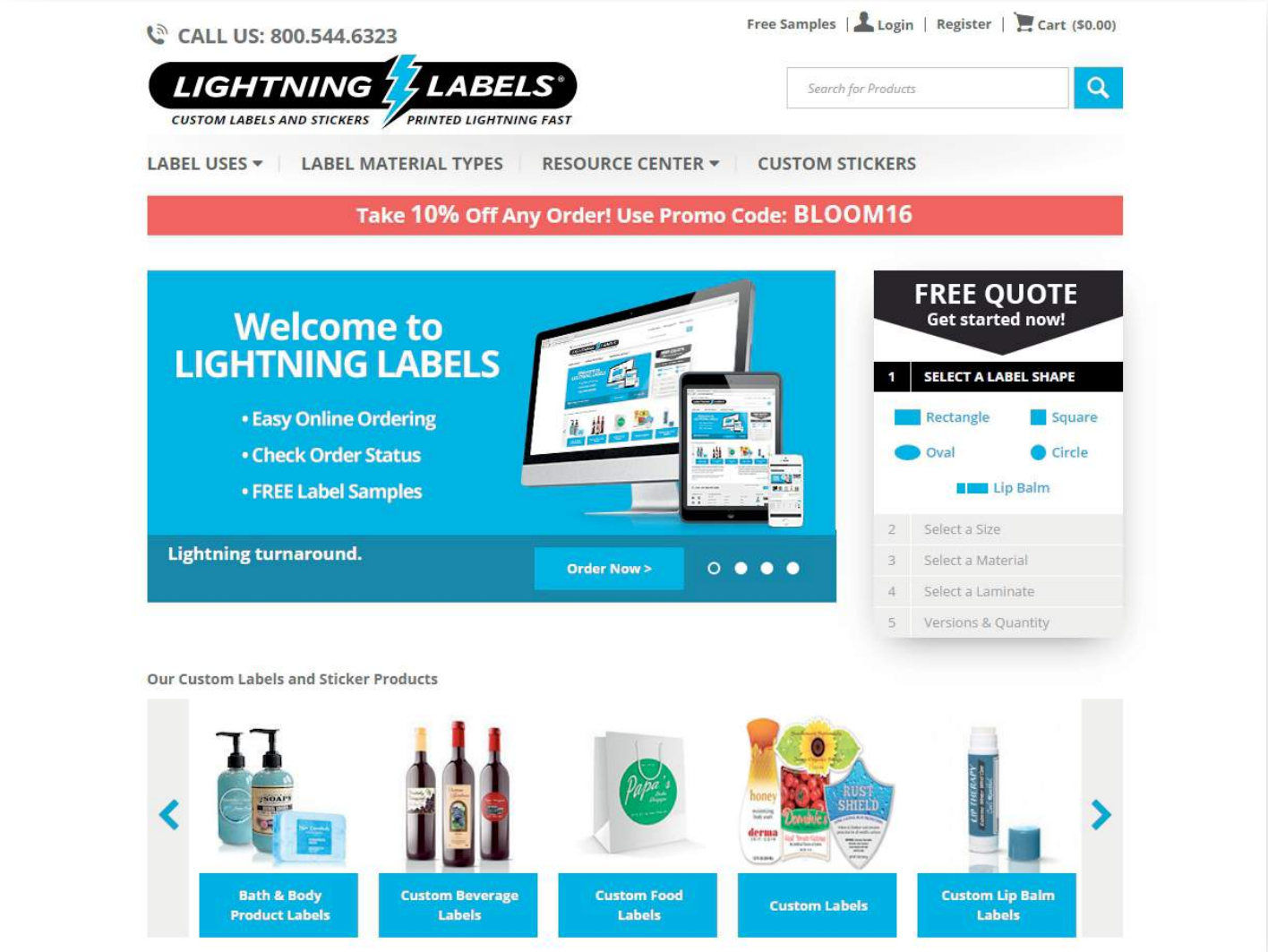
LIGHTNING LABELS



Lightning Labels provides advanced, professional, and customizable label printing services. It has been servicing the needs of their digital printing customers for over 12 years.

We provided different kinds of consulting, did project discovery and migrated the store to Magento from legacy platform, transferred all data, integrated the system with custom ERP and order fulfillment systems, provided quality assurance and system administration services, assisted our partners to develop wireframes and renew design according to Lightning Labels requirements to improve UX and at the same time match Magento functionality and its UI.

Duration (hours)
3000+

Number of people
7

What was done

- Discovery
- Business analysis and consulting,
- Development of integrations with in-house ERP and order fulfillment systems,
- Various Magento customizations
- Migration from old platform to Magento

Technologies

- PHP
- Magento
- JavaScript
- Memcached
- Solr
- Redis
- Custom ERP integration

lightninglabels.com

Magento version:
Magento 1.14.2.0
(Enterprise)

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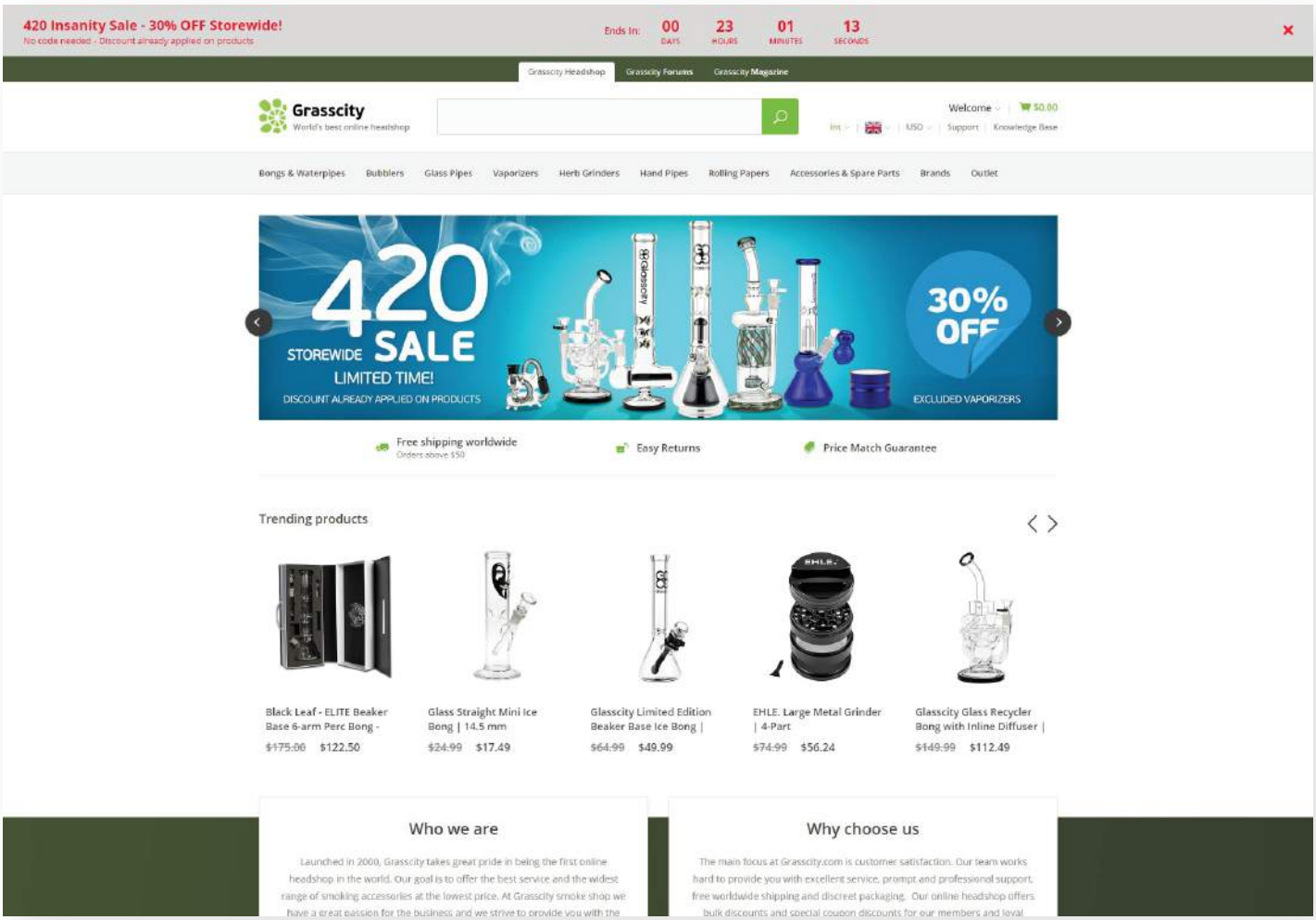
GRASSCITY



Grasscity is multi-store operating in different countries like Netherlands, UK, US. It has different countries, different tax rules, different prices and different languages for different websites.

What was done

Responsive Magento Theme development
Shipping design and functionality
Cart design and functionality
Checkout design and functionality
Store Switcher
Multistore Products Management
Tax Rules and Classes Management
Different Prices for different Stores
Managing Customers and Orders from different store
Managing Static Content
ERP Integration

grasscity.com

Duration (hours)
1400+

Number of people
5

Technologies

- PHP
- JavaScript
- Magento
- Varnish
- Redis
- PrototypeJS
- Adaptive web design

Magento version:
Magento 1.13.0.2
(Enterprise)

MOEMA ESPRESSO

Moema is a coffee supplier that is combining maximum fairness with maximum quality by moving the complete value creation process to the country of origin.

Great example of multiple stores that are managed in a single Magento Admin Panel.

What was done

Responsive Magento Theme theme for the store was developed, configured and launched
Shipping design and functionality
Cart design and functionality
Checkout design and functionality
Store Switcher
Multistore Products Management
Tax Rules and Classes Management
Different Prices for different Stores
Managing Customers and Orders from different store
Managing Static Content
Various Imports and Exports

moema-espresso.com

Duration (hours)	Number of people
2000+	7

Technologies

- PHP
- JavaScript
- Magento
- Varnish
- Redis
- PrototypeJS
- Adaptive web design

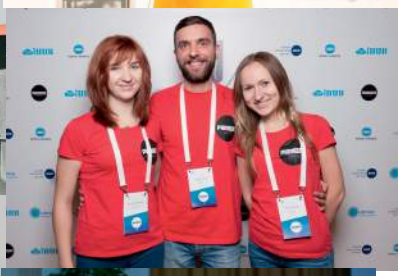
Magento version:
Magento 1.9.0.1
(Community)

Competition, Awards & Events

- Eltrino Team WON **Magento 2 Extensions Challenge**
- **DiamanteDesk** (Eltrino's own help-desk solution) was recognized as one of the best 20 startups at the **Startupbootcamp Commerce 2018 in Amsterdam**
- **Clutch ranked Eltrino as a top eCommerce developer in Ukraine!**
- Eltrino's CEO Sergey Lysak had a talk at the **Magento Live UK 2016** - Lightning Fast Development With the Power of Composer.
- Eltrino's CEO Sergey Lysak had a talk at the **Meet Magento Germany** - Make implementation of third-party elements in Magento 2 in 5-times easier
- Eltrino's CEO Sergey Lysak at **Meet Magento Czech Republic** gave a talk about benefits of multi-channel customer support and some magic recipes for eCommerce and shown some tricks
- Alexander Radchenko and Vladimir Polishchuk - Software Engineers at Eltrino have done presentations at **Magento 2 Release Event Chernivtsi**
- Eltrino's CEO Sergey Lysak at **Meet Magento Germany 2015** had a speech about customers support
- DiamanteDesk exhibited at **Collision Conference in Las Vegas**
- Eltrino hosted Pioneers Kyiv #1 and **Pioneers Kyiv** #2
- Eltrino's CEO Sergey Lysak shared with attendees of **Meet Magento Belarus** some secrets how to make benefits with multi-channel customer support
- Eltrino's CEO Sergey Lysak had a talk at **Meet Magento Romania 2015**
- At **Meet Magento Poland 2015** Sergey Lysak had a talk about dealing with unhappy customers as a source of eCommerce wisdom
- Eltrino co-organized **Meet Magento Ukraine 2014**
- Maksym Iaroshenko had a talk at **Meet Magento Poland 2013**
- Roman Stepanov at **Developers Paradise Winter Edition 2013** had talk about Magento Security and Vulnerabilities
- At **Developers Paradise Winter Edition 2013** Igor Krasilich & Andrii Sadovskyi told about Critical server monitoring tools for your eCommerce store, and importance of back-ups. Practical experience
- Maksym Iaroshenko presented topic about Magento non-MySQL implementations (Oracle, MSSQL, etc.) at **Developers Paradise Winter Edition 2013**
- Alexandr Gotgelf about issues (performance, scalability, etc.) related to attributes at Magento platform at **Meet Magento Brazil 2013**

42% of consumers would rather clean a toilet than contact customer service

Сергей Лысак
Исполнительный директор и сооснователь
Eltrino
@sergey_lysak



Meet Magento
ROMANIA 2015

Meet Magento

Rock your eCommerce

Responsibilities of DB Adap

Imagine
2015

Startupbootcamp
SELECTION DAYS

MagentoLive

Clients Reviews

Magento Redesign and Version Ugrade for Auto Parts Store

Read Full Review on Clutch

Project summary:

Eltrino upgraded and redesigned a Magento, e-commerce site. They changed it from enterprise to community edition, introduced a new navigation system and page layout based on mockups, and altered core code.

Feedback summary:

Visitor's stay on-site longer and customer loyalty has increased. Eltrino worked quickly given the size of the job and was highly-responsive, which allowed them to finish the project within a short time frame. Though they were in a different time zone, they accommodated regular business hours well.

Kevin Schappel
Director of Technology,
The Eastwood Company

Magento Development and Support for Online Retailer

Read Full Review on Clutch

Project summary:

Eltrino works on Magento development and maintenance for an e-commerce site, working on customization, full page caching, and website improvements.

Feedback summary:

Their work is excellent, with no bugs found during testing or use. They ensure the website is user-friendly, meets high standards, and stands out from competitors, while communicating effectively and responding quickly to any required tasks.

COO,
Grasscity

Eltrino

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