

# WHERE STANDARD SOLUTIONS FAIL



# AGENDA

- **ABOUT US**
- **STANDARD SOLUTIONS**
- **VELOX**
- **SOFTWARE DEVELOPMENT PROCESS**
- **OPENSOURCE**
- **Q&A**

# ABOUT US



Sly GmbH are experts in complex, highly integrated B2B e-commerce solutions.



**René Hämmerli**

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**Luca Solimine**

Partner

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# René Hämmerli



**Senior Software Architect, Partner & CEO**

In the last 22 years I've built more than **30** B2B Online Shops, with various of products, solutions, frameworks. I've implemented now the third version of our own solutions. The focus was always on the customer journey, the seamless integration into the peripheral systems, the performance and flexibility.

## Work experience

1998 - 2012: Head of software development at IMIS Ag

2013 - 2015: Senior Software Architect at Namics

2015 - 2018: Team Lead E-Platform Development at Distrelec

2017 - Present: Founder and CEO of Sly GmbH

## Solution experience

Intershop, ePages, Intershop Enterprise, Magento, Elastic Path

SAP ISA, SAP ECO, SAP Hybris / CX, SAP C/HANA

IDAS One+, I-Shop and now **VELOX**

# Luca Solimine



**Senior Software Developer, Partner**

I'm a passionate web developer with a strong background in B2B ecommerce. During my career I worked a variety of positions from fullstack developer, product owner, technical team lead to co-founder at Sly.

I developed multiple solutions from scratch and maintained them for 5+ years. I usually maintain a long term relationship to my clients and consult them for many years and the whole product life-cycle.

Reliability, transparency and trust are my key values.

## Work experience

2007 - 2016: E-commerce Development at IMIS AG

2016 - 2018: Senior Developer at Ferax Treuhand AG

2017 - Present: Co-Founder and Partner at Sly GmbH

## Project experience

Web development, SaaS audit software, 13 years B2B e-commerce, SAP ISA, I-Shop and now **VELOX**



### Specialization

**B2B e-commerce**

**Complex Integrations**

**Software Architecture**

**Technical Consulting**

### Team

**swissbased**

**~10 employees**

**~3 Freelancer**



**STANDARD  
SOLUTIONS**



# STANDARD SOLUTIONS





# POSSIBLE VARIATIONS



# WHERE STANDARD SOLUTIONS FAIL



# POINT OF VIEW

# POINT OF VIEW

The screenshot shows the Distrelec website homepage. At the top, there is a navigation bar with the Distrelec logo, a search bar with the placeholder text "Search Product-ID Keyword Supplier", and user options for "Hello", "Login", and "Register". A "Cart (0)" button is also present. Below the navigation bar is a dark header with menu items: "Products", "Manufacturers", "Services", "KnowHow", "Offers", "New", "BOM Tool", "EN", "CHF excl. VAT", and "Switzerland".

Below the header, there are three informational boxes: "Picked and packed in Switzerland", "Local tech support", and "Free delivery on orders over 50 CHF for business customers".

The main content area features a "What are you looking for today?" section with a list of product categories: Cable & Wire, Connectors, Power, Switches & Relays, Test & Measurement, and Tools & Soldering. A "See all" link is provided at the bottom of this list.

The central banner is titled "FROM MICROWATT TO GIGAWATT:" and features the text "How Energy Harvesting is driving Renewable Energy" and a "Discover now" button. The banner image shows a worker in a hard hat and safety vest looking at a tablet, with solar panels and power lines in the background.

On the right side of the main content area, there is a "Welcome to Distrelec" section with "Register" and "Login" buttons. Below this is a "Quick Order" section with tabs for "Art No.", "BOM Tool", and "Shopping List". It contains two rows of input fields for "Article Number" and "Qty", followed by "+ Add more rows" and "Add To Cart" buttons.

At the bottom of the main content area, there is a "Featured Brands" section with a "View All Manufacturers" link. The brands displayed are: 3M, ARDUINO, CK, FLIR, FLUKE, Honeywell, KEYSIGHT TECHNOLOGIES, MEAN WELL, molex, MOXA, OMRON, PHOENIX CONTACT, RND, BK PRECISION, SIEMENS, Tektronix, TRACO POWER, and Weller.

# POINT OF VIEW



# THE (B2B) CHALLENGE

## ERP

SAP  
MS Navision  
Abacus  
Performis  
Vertec

## CMS

Magnolia  
Adobe AEM  
FirstSpirit



## CRM

SalesForce  
SAP c/4HANA  
MS Dynamic

## Marketing

## Automation

Oracle Eloqua  
ActiveCampaign

## PIM

Pimcore  
STEP  
MS4

## E-Procurement

Ariba  
OCI  
EDI



## Payment

Stripe  
Datatrans  
Paypal

## Touchpoints

In Store  
Web browser  
Mobile apps  
Barcode-Scanner

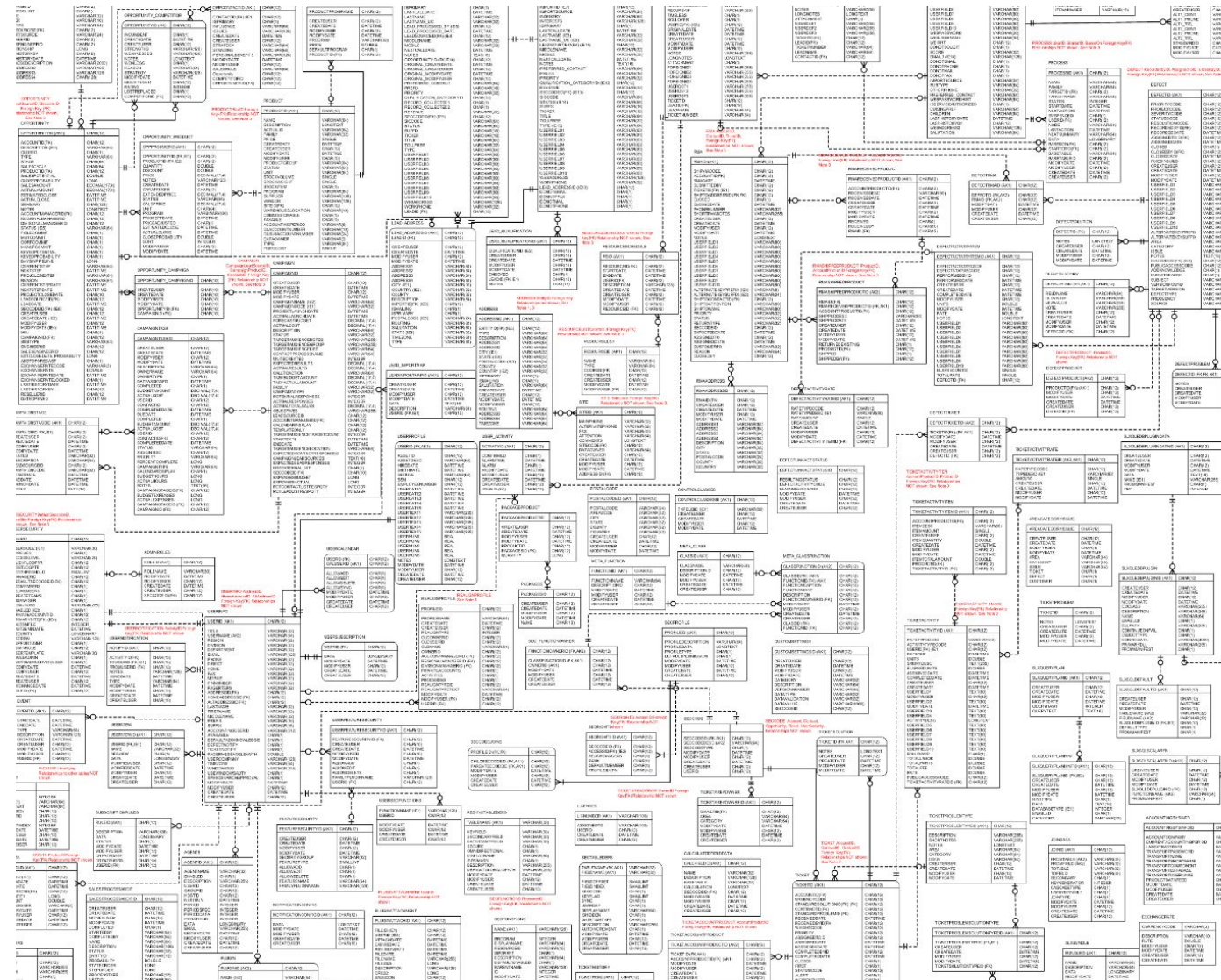
## SEM

SEO  
SEA

## IAM

ZITADEL  
Octa  
ForgeRock

# COMPLEXITY OF STANDARD SOLUTIONS



# THE STANDARD LIFECYCLE

- **Replatforming (in B2B) every 7 to 10 years**
- **1 - 3 Years Implementation time**
- **When “finished” it still does not contain all needed features**
- **Many of the optimisations added for good reason are lost**
- **Many standard features need to be considered with every change, even though they are irrelevant for the project**



# THE MAIN ISSUES

- **High complexity**
- **Limited flexibility**
- **Very slow adaptation to new trends**
- **License fees, license limitation ( e.q. vendor cloud only )**

# **VELOX**



**the open source headless e-commerce foundation**

# WHAT IS VELOX?

- Velox is not a product nor a platform
- It's a foundation for many different e-commerce scenarios
- Best-practice for microservice based e-commerce
- Open source license (MIT)
- Free (no license fees)
- Quickstart with demo store (Accelerator)

# THE VELOX LIFECYCLE

- **Continues improve and replace modules**
- **This is applicable for**
  - **Frontend**
  - **Backend**
  - **Integrations**
  - **Infrastructure**

# WHY VELOX?

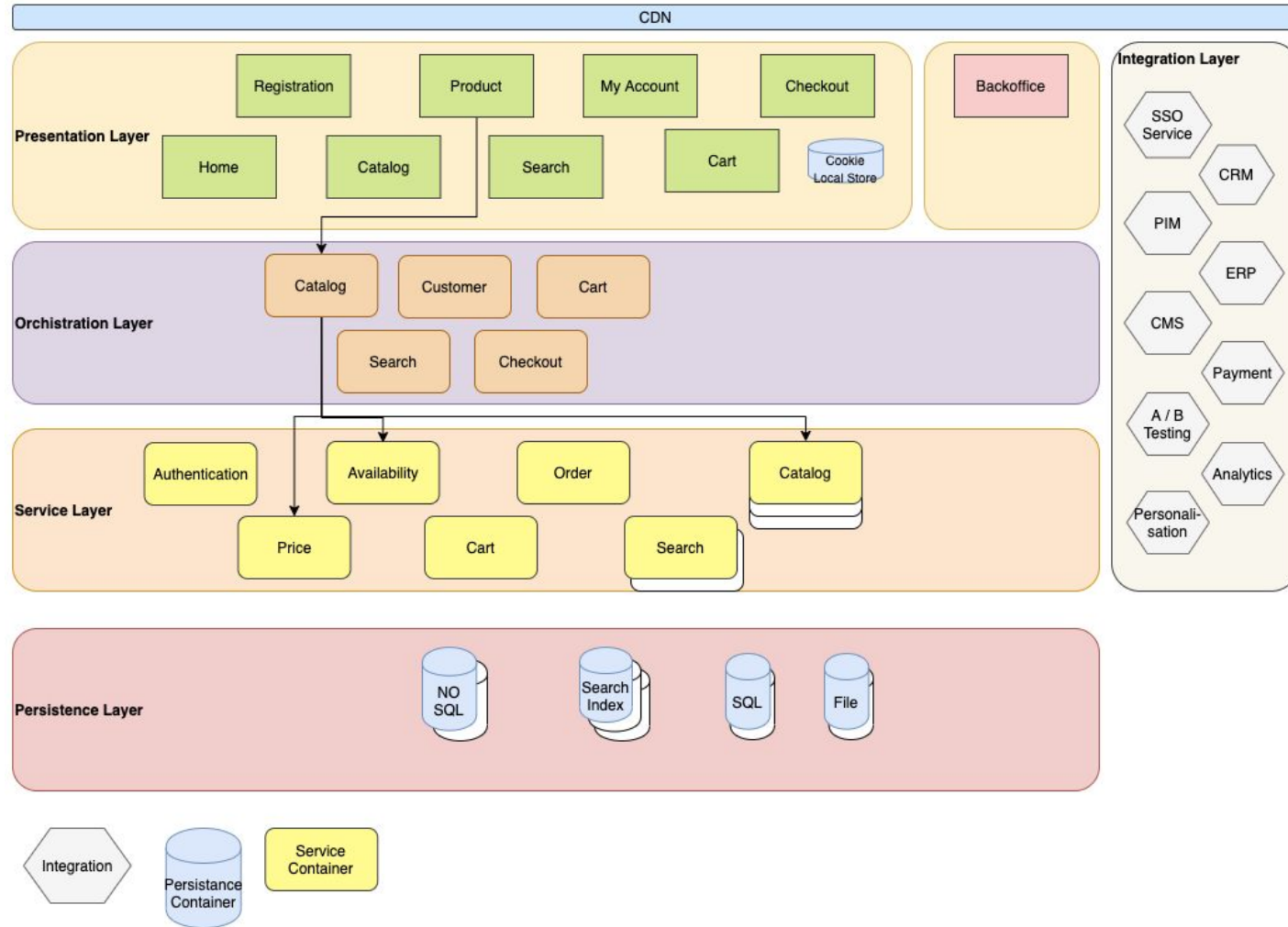
## The difference:

- License vs. customization budget
- Monolithic systems vs. flexibility
- Out of the box features vs. time to market
- Release upgrades vs. modularity (real microservice architecture)

## The benefits

- less code -> less complexity
- no platform -> more flexibility
- cherry pick the required components
- loose coupling -> modules are exchangeable
- API first & headless
- standard software stack
  - Java
  - Spring Boot
  - React
  - Apache Camel (EAI)
  - Elastic Stack (Search + Monitoring)
  - Docker & k8s

# VELOX ARCHITECTURE



# USE-CASES OF VELOX

- **Enrich your CMS with e-commerce**  
Add price, availability, cart and checkout to your website.
- **Complex B2B e-commerce**  
Full blown, fully integrated B2B shop.
- **Selective module integration**  
Enhance your existing shop with VELOX modules.
- **Modular soft migration**  
Migrate to modern architecture step by step.
- **Easy standalone e-commerce**  
For small enterprises.
- **Build your own application**  
Eg. e-Learning / trainings with checkout.



# DEVELOPMENT PROCESS

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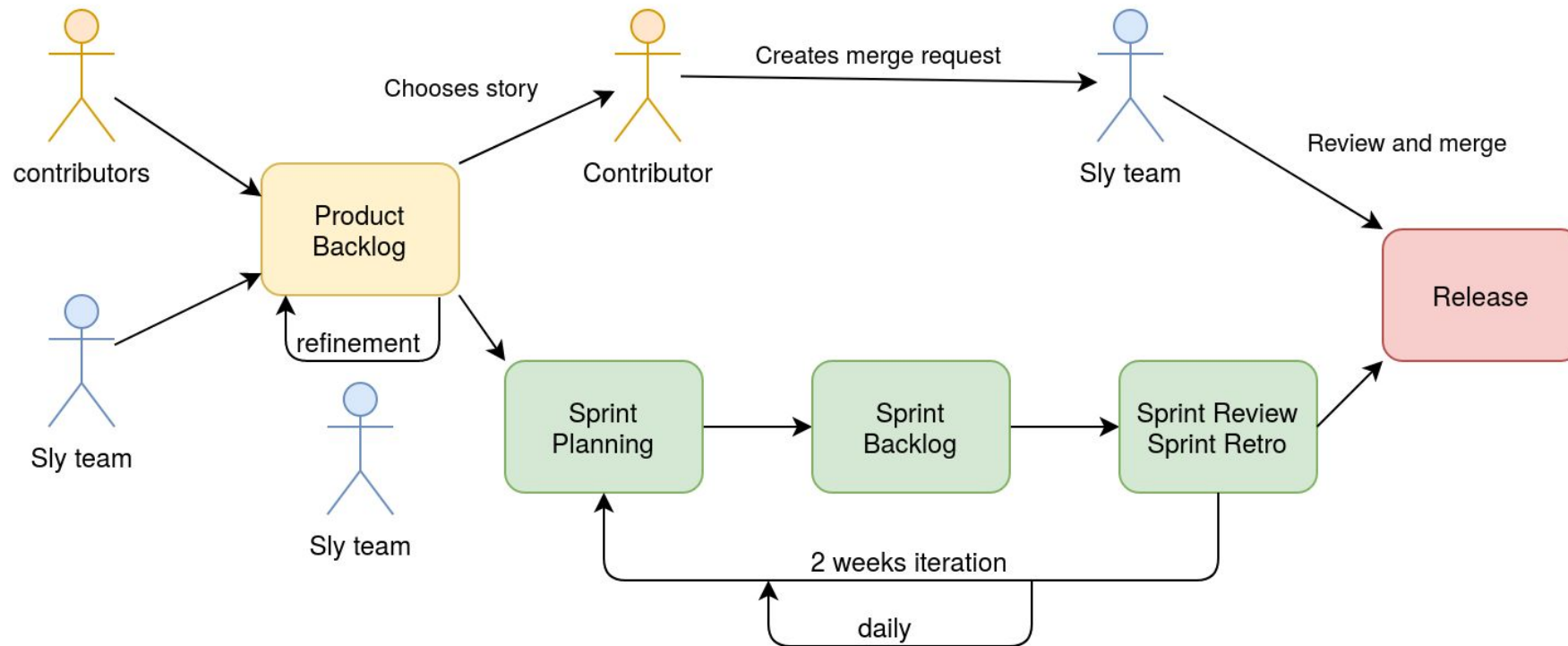


# DEVELOPMENT PROCESS

## Challenges

- **How to plan internal development**
- **How to enable and support contributors**
- **No fix commitment from contributors**
- **Meetings during business hours (e.g. sprint change or backlog refinement)**

# DEVELOPMENT PROCESS



# OPEN SOURCE

# OUR CODEX

We have a simple logical approach that is focused on the customers success and their needs. Our codex adheres to the highest standards of professional etiquette, support, consulting, and software development. We are lean agile thinkers whose primary goal is to make sure customers have the best possible opportunities in the markets they operate. We will be honest, collaborative, flexible and professional!

## Integrity & Transparency

Open and honest communication.

## No Lock-in Conditions

Customers are free to leave at anytime and to join at their convenience full access to all source code, documentation and all libraries.

## Continuous Improvement

As your partner, we have an equal stake and responsibility in the outcome of your work. We collaborate and improve the implementation from start to finish.

## Professional Development

We provide expert-level consulting from our competent team that have social aptitude. We will use the latest technologies and methods for your projects.



# WHY OPEN SOURCE

- **Transparency**
- **Documentation (Source code is an important part of it)**
- **Education**
- **Allow others to contribute**

**Our USP is our knowhow and experience, not the source code of VELOX**

# CONTACT US

**Our customers trust our experts and the service we provide!**



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read more:  
<https://velox.swiss/>