

CASE STUDY

Kaplans Ädelmetall



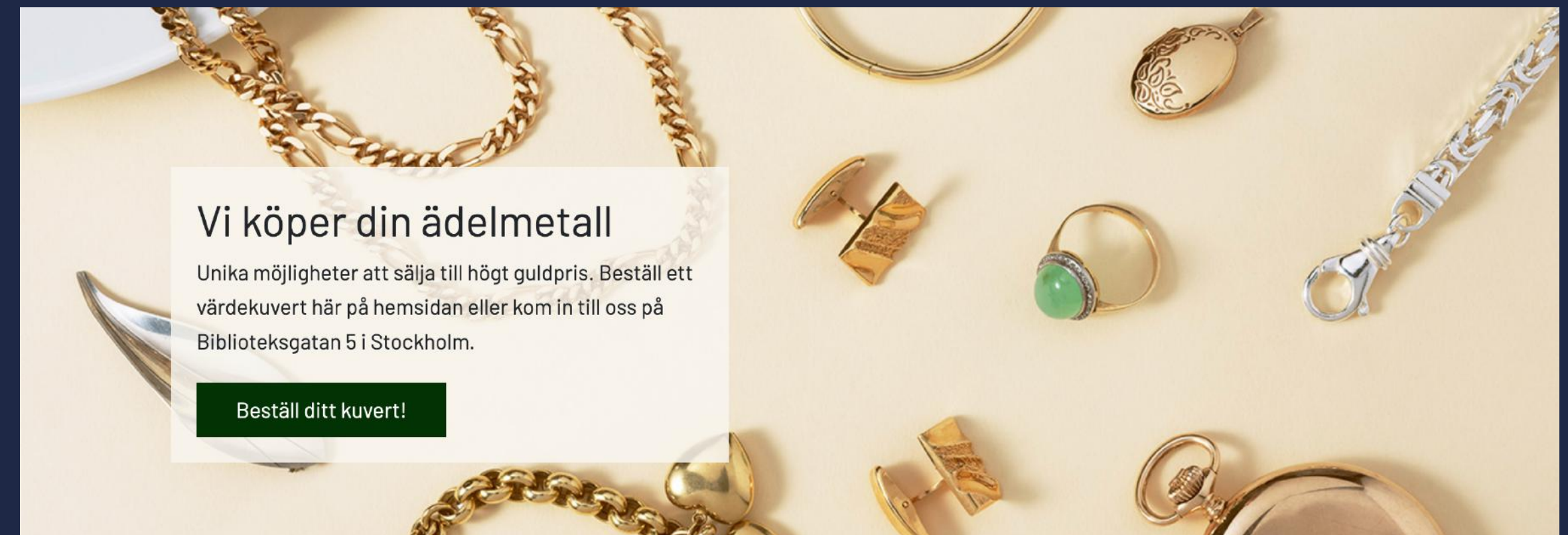
ABOUT

Kaplans Ädelmetall is a Swedish auction company that buys and sells items of value, antiques, especially jewelry, silver, precious stones, and watches.

They have a functioning brick-and-mortar shop that covers all aspects of their business including valuation services, auctions, and store sales. They also offer goldsmith services.



Under the pressure of market forces, COVID-19, and technological innovation they are working towards **digitalization of their client-facing sales and communication channels** as well as the necessary logistics to cover the country's territory for distribution of valuables (Swedish Post between clients and head office in Stockholm).



The DataJob team works on modernization and extension of Kaplans Auktionser's digital channels in order to achieve their strategic goals.

The digital channel offers **logistics services** (valuables logistics), **valuation, and sales**. The other part is the sales channel where the clients use the **auction to bid and purchase the valuables listed**.

		
Bra betalt	Bättre betalt	Bäst betalt
Pengar direkt - välj utbetalning via Swish när du skickar in din ädelmetall till oss.	När du väljer Kaplans presentkort får du ett bättre pris. Presentkortet kan användas på auktion eller i butik.	Sälj på auktion - kan ge mest när du har eftertraktade föremål. Föremålet säljs till högstbjudande.
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PROJECT DETAILS

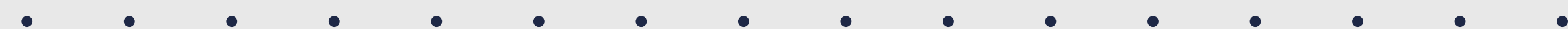


The project consists of **two web and one desktop application**. It started in late spring 2021, and work will continue in 2023 when it is estimated that the initial version will go into production.

The project is based on the **Scrum methodology**, which prioritizes **iterative and incremental product delivery through constant feedback and collaborative decision-making**.

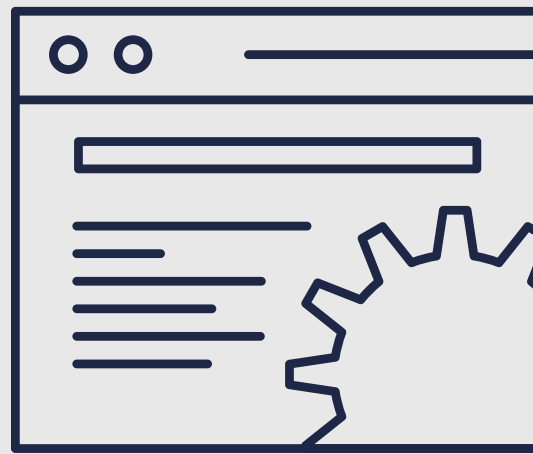
The management team consists of a **Scrum Master** and a **Project Manager** who also handle Business Analysis when needed. The development team consists of **senior developers** who are responsible for the technical architecture and implementation, as well as a **QA team** that ensures the quality of the created software.

The work does not stop after the initial version of the product is implemented. Depending on the client's expectations, there might be **extended support and managed services engagement** where the team will work on **maintenance, hosting support, and changes**.

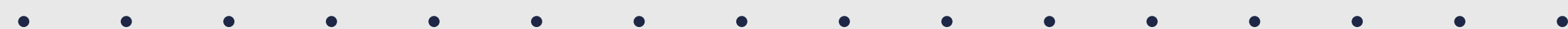


FUNCTIONAL DESCRIPTION

The scope of work is to **modernize the current desktop-based application** and **enable a web-based interface for remote use**. The application covers all aspects of the line of business needs of the auction house. The **dataset has been migrated** and a **new modern look and feel** is implemented together with the web-based front-end. On top of the new interface setup, **additional workflows are added**.



The client's shop has been functioning as a brick-and-mortar shop. The new flows implement **full digitalization of the antiquity acquisition and selling channels** that until now have been done in a traditional in-person way presence in the shop. The new flow involves the ability to put your valuables in an envelope, send them to the auction house, get a valuation, and choose the type of reimbursement (cash, credit with a discount for other auctions, etc).



The **auction process and sending of the purchased goods are also in the scope of the implementation**. Now the portions of the system can be used not only by the employees of the auction house but also by the end clients. **This process is applicable to other companies that deal with reception, valuation, auction, resale, and buyout of goods** such as financial institutions, antiques, art, handmade products, second hand shops (both procurement and resale of clothes).



TEAM AND PERFORMANCE

Project Manager

The Project Manager (PM) organizes, plans, and executes projects while working within constraints like budgets and schedules. The PM coordinates with the account manager via email, GitHub, Slack, phone, and in person. The role of the PM includes organizing daily and biweekly meetings for coordination, delivery, and validation with the client. Additionally, the PM ensures an agreement on the definition of done.

Scrum master

The Scrum Master coordinates with team members, the Project Manager, and the Product Owner. The role involves ensuring effective communication between the client and the team. The Scrum Master clarifies user stories and prepares detailed specifications as the base of the product backlog. Additionally, they track time spent, prepare meetings, and generate reports.

Business Analyst

The Business Analyst (BA) participates in the process of making a business analysis when needed, working in coordination with the Product Owner.

Account Manager

The Account Manager's role is to ensure the satisfaction of the Product Owner. They serve as an escalation point for the PM in communication with the customer, and vice versa. The Account Manager manages expectations, handles billing, facilitates high-level communication, and contributes to strategic planning.

Developers

The .NET developers are responsible for working on the backend, migrating the database, implementing all functionalities, taking care of the integration with frontends with both web and desktop applications, integrating with the Contentful headless CMS, and handling the architecture. They also work on the integration of the desktop application with the web flow and shared database, as well as conducting code reviews.

Quality Assurance

The QA team validates user stories in coordination with the PM, developers, and designers, ensuring consistent quality of delivery. The QA team performs testing on a separate environment to avoid affecting production data and to stay isolated from development releases. The responsibilities of the QA include documentation of issues, reporting, preparing test plans and test reports, conducting regression tests, and exploring automation possibilities for longer-running projects.

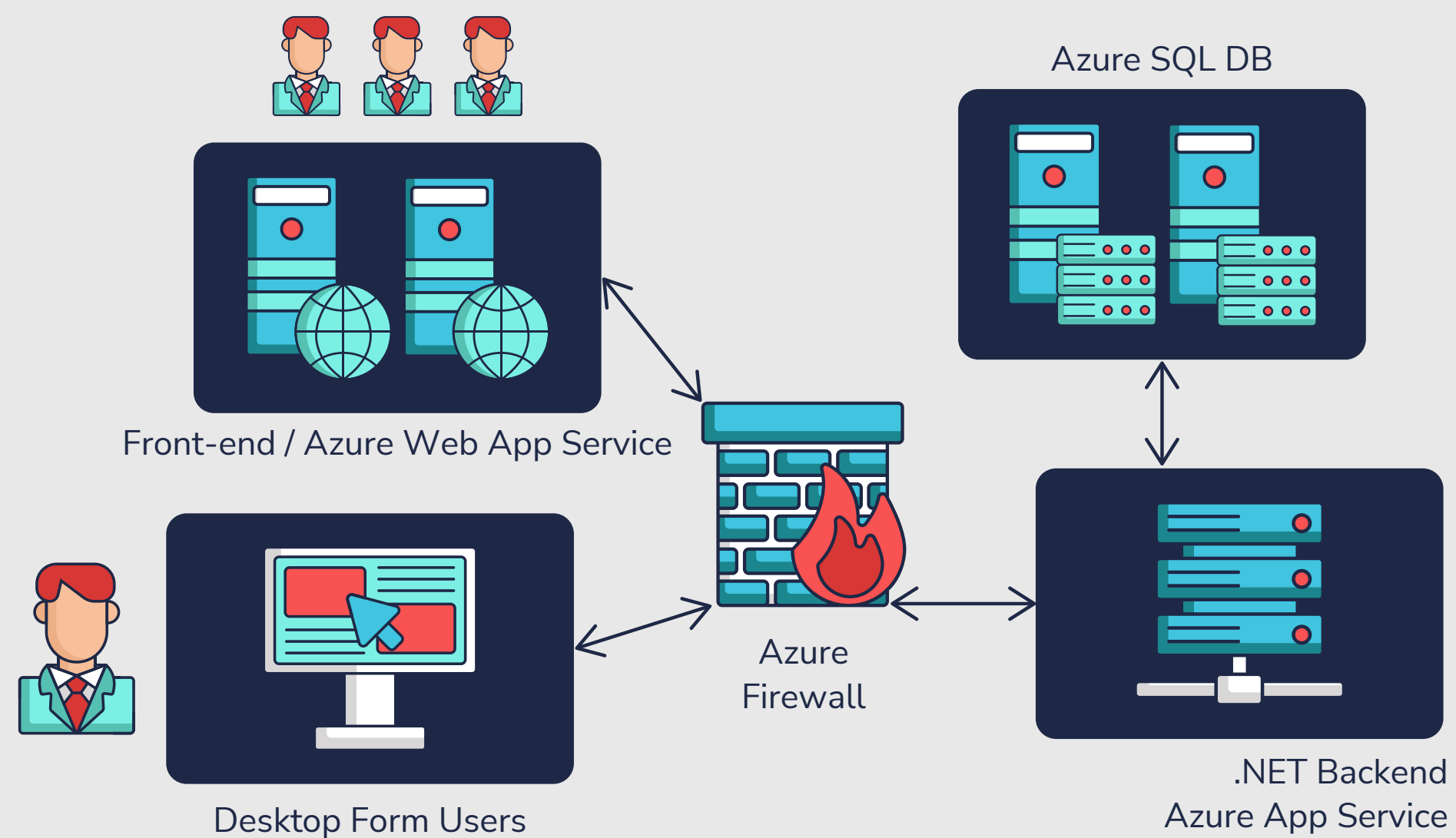
Designer

The designer focuses on the look and feel of the application. The designer prepares sketches and mockups and validates them with clients using Zeplin. They streamline the design in coordination with the developers. The final designs undergo another validation with the client, before the developers start the implementation of the software solution. The designer reviews the implementation to ensure it is aligned with the original design before client approval.

TECHNOLOGY STACK AND ARCHITECTURE

DataJob offers extensive know-how in multiple technology stacks.

The project within this case study is based on the **Microsoft Software Development stack**. The existing legacy application was used only to migrate the dataset and reverse engineer the functionalities in order to implement them in the new software.



Application Infrastructure

The team has **extensive knowledge to implement web and desktop apps** based on the technologies listed:

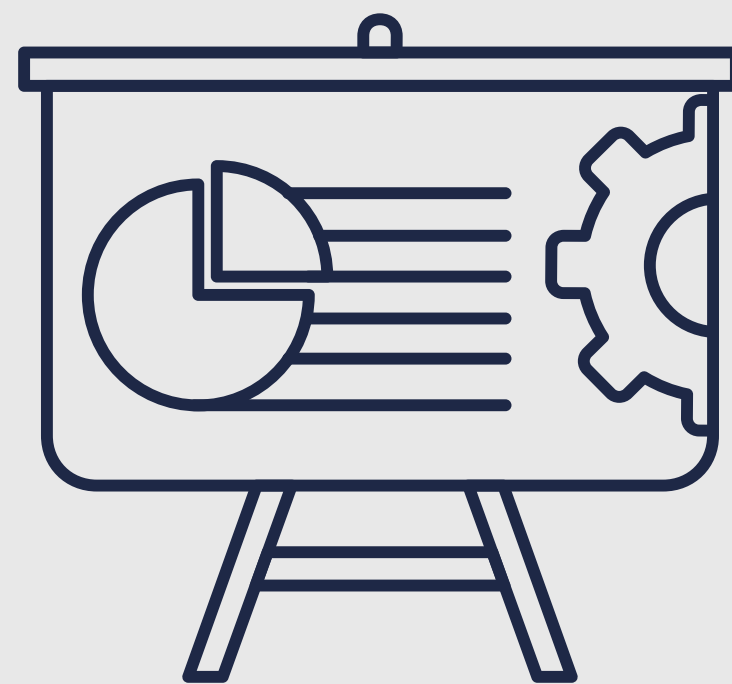
- .NET 6.0 MVC Web development framework for a web-based interface
- .NET 6.0 desktop-based Windows Forms implementation (WPF)
- Database: Working on existing databases using SQL scripts
- Headless content management system: Contentful CMS, Jira, and Confluence
- Frontend based on pure HTML, CSS, jQuery, JavaScript, and Bootstrap
- Hosting: Azure Web App Service, Azure Blob Storage. The app services for test, stage, and production are managed by Azure.
- CI/CD: GitHub Deploy to Azure App Service (Web App). Separate deploys to test/stage/production in order to validate the release quality before going live in production.
- Azure Virtual Desktop Machines for running the desktop application

CONCLUSION

Key expertise includes **building workflows and business processes, integrating with postage and payment endpoints, and developing operational, logistic, and finance software.**

The key benefit for the client is the **expansion of their geographical marketplace, enabling countrywide operations.** This improves turnover, revenue, and selection, making the company more relevant and interesting for online and in-person visitors searching for valuables.

The technology stack is both compatible with the current dataset and modern. The use of **SCRUM/Agile methodology offers a unique set of opportunities for the Product Owner** to steer the project into the functionalities, UI, and market segments they consider most important.



The process includes all elements, starting from **client onboarding, specification, kick-off, quality assurance, product validation with the client, preparation for go-live, production, and ongoing support.**

The experience of DataJob's teams in handling similar products and projects ensures that **all important technological and business questions are addressed from the start to minimize risks.**

The near-shore team, sharing a similar cultural background, offers several benefits. These include **transparency in communication**, the ability to openly discuss risks and ask questions, share both positive and negative news accordingly, and **proactively work towards achieving success.**



THANK YOU FOR YOUR INTEREST

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