




COMPANY PROFILE



 Hotline: (+84)28 7108 9908

 contact@secomm.vn

 www.secomm.vn

 www.facebook.com/secommvn

 www.linkedin.com/company/secommvn

 www.pinterest.com/secommvn/

 9 Phan Ke Binh, DaKao Ward, District 1, HCMC, Vietnam



FULL-SERVICE ECOMMERCE SOLUTION



TAILOR-MADE



QUALITY-FIRST



CUSTOMER-DRIVEN

TABLE OF CONTENTS

I. ABOUT SECOMM	02
1. Our Journey	02
2. Our Expertise	03
3. Our Technology	04
4. SECOMM in numbers	06
5. Our Clients	07
II. CASE STUDIES	08
1. LayByLand	10
2. Jasnor	11
3. Changi Airport Group	12
4. Vinamilk	13
5. An Nam Group	14
6. Optergy	15
7. TrenTham	16
8. My Market	17
9. Seconds Deals	18
10. Suzuverse	19

I. ABOUT SECOMM

1. Our Journey



VISION

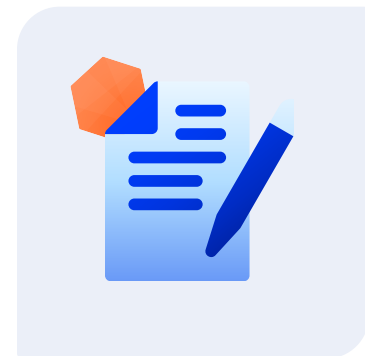
To become a trusted partner in supporting global enterprises' success and sustainable growth throughout their digital transformation journey in business operations.



MISSION

Providing competent specialized eCommerce solutions and digital services to actualize businesses' ongoing leadership objectives.

Our milestones



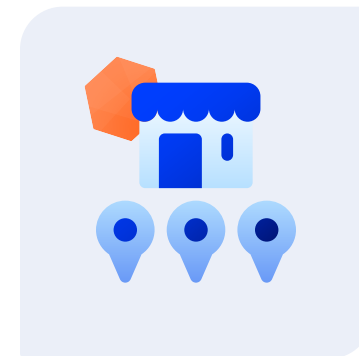
2014

Established in 2014, SECOMM provides specialized eCommerce solutions. We focus on using the best platforms available in the industry, including Magento, Shopify, WooCommerce, and WordPress, to serve our clients, especially those in Australia.



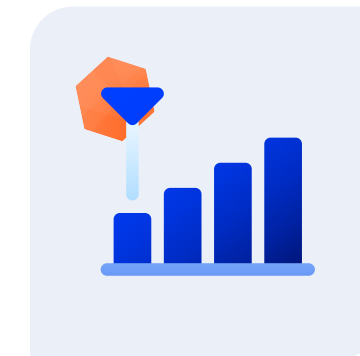
2016

We've officially partnered with Built With Digital to improve SECOMM's position and become a top provider of full-scale development solutions for Australian businesses.



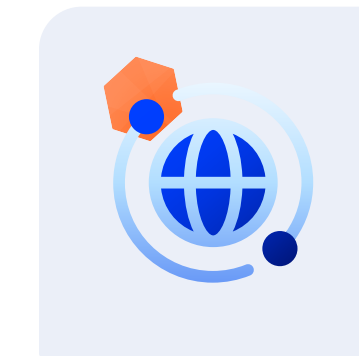
2017

SECOMM has grown successfully in North America, mainly targeting the US market. We aim to provide top eCommerce services and solutions to US customers. In early 2017, we formed an important partnership with Optergy.



2018

SECOMM is starting to enter the Asian market, starting with Singapore. Here, we're building a solid base to expand into other important Asian markets. We've partnered with Changi Airport Group and successfully set up strong eCommerce systems here.



2020

Despite the difficulties caused by COVID-19, SECOMM keeps growing its market. We're working closely with customers in Hong Kong and Japan. Also, we've entered Vietnam, aiming to help eCommerce businesses overcome challenges by using smart strategies.



2022+

We're proud to join several eCommerce and Software Associations and to build strong relationships with partners worldwide. Our goal is to consistently offer the best technology solutions and service quality. Committed to innovation, we're working hard to become the most trustworthy provider of comprehensive eCommerce solutions.

2. Our Expertises:



ECOMMERCE CONSULTING

Activate your eCommerce business with a well-defined roadmap



ECOMMERCE DEVELOPMENT

Develop your eCommerce system with a high-efficiency



ECOMMERCE OPERATIONS

Enhance your eCommerce System with an optimal performance



ECOMMERCE MARKETING

Scale your eCommerce business to new heights



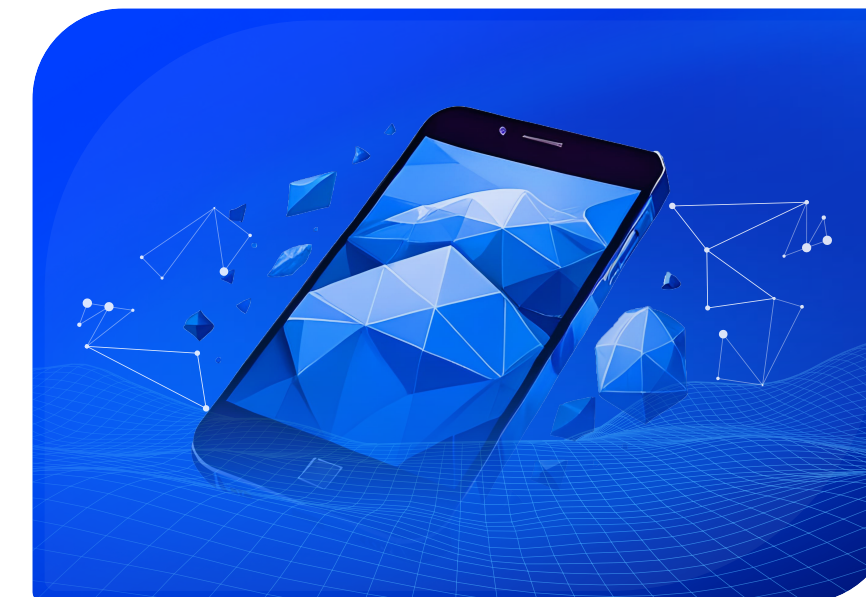
MANAGEMENT SYSTEM DEVELOPMENT

Integrating software for efficient operation of business systems



CUSTOMER EXPERIENCE SOLUTION

Building platforms to enhance customer shopping experiences



DATA INSIGHT SOLUTION

Tracking and analyzing data to control and enhance business systems



TEAM OUTSOURCING

Providing a skilled and experienced team well-versed in technology to aid in project development

3. Our Technology

Website



Mobile App

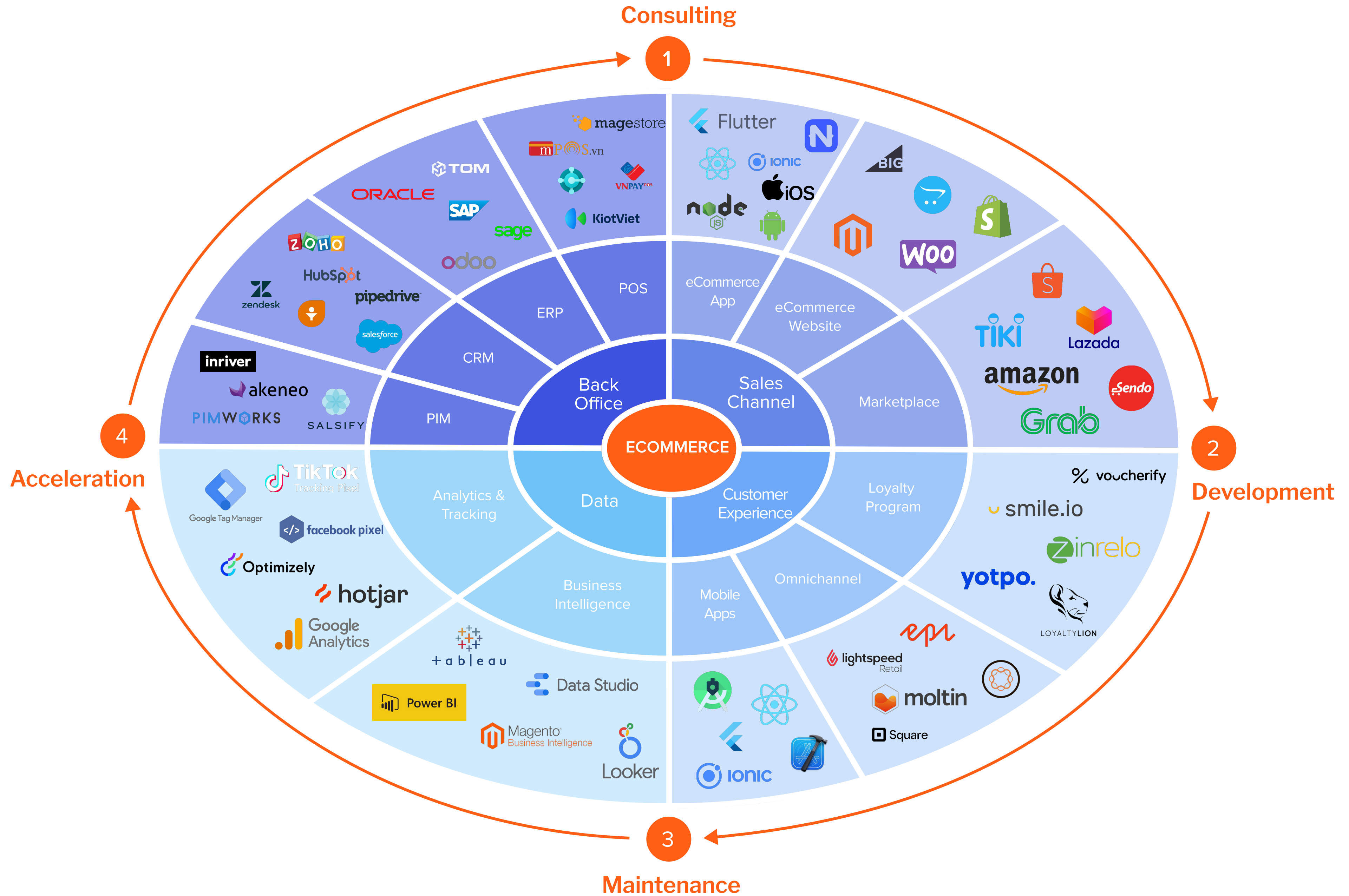


Cloud & Server

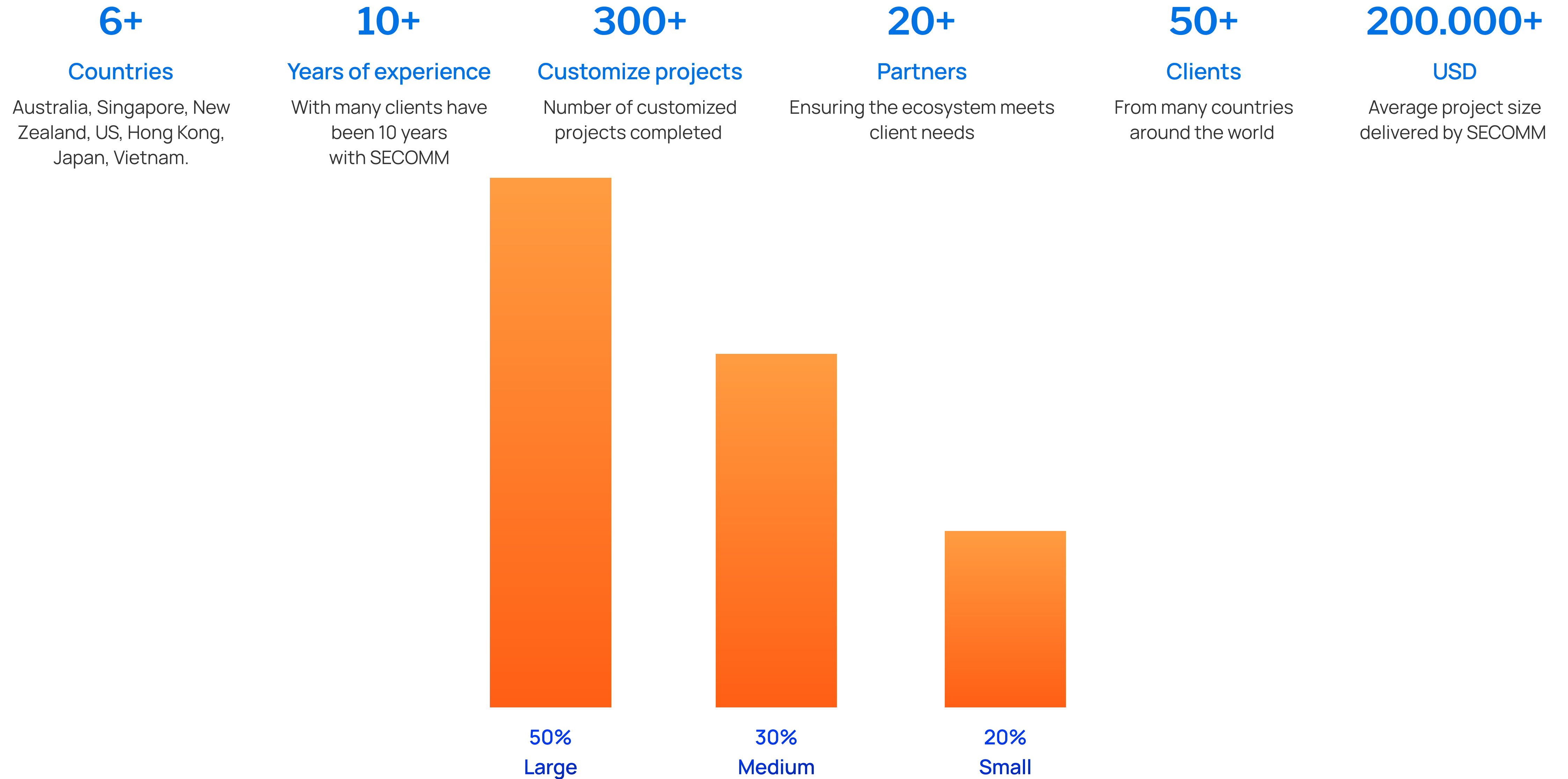


Design





4. SECOMM In Numbers



5. Our Clients



II. CASE STUDIES



Laybyland

Building a sustainable eCommerce platform based on the 'Buy Now, Pay Later' model with Magento

Model: Marketplace
Industry: Consumer Electronics

📍 Australia, USA, New Zealand



Changi Airport Group

Developing a premium DutyFree shopping website with Magento for Changi Airport Group - iShop Changi Wines

Model: B2C
Industry: Beverage

📍 Singapore



Jasnor

Upgrading the system of 2 retail toy websites with more than 77 famous brand, and more than 2,700 retailers from Magento 1 to Magento 2

Model: B2B
Industry: Toys & Gifts

📍 Australia, New Zealand



Vinamilk

Vinamilk & The Unprecedented Shift Using Shopify Plus

Model: B2C
Industry: Dairy

📍 Vietnam



The Warehouse

Deploying an online retail wines store in the first collaborative project with An Nam Group

Model: B2C
Industry: Beverage

📍 Vietnam



Rod Shop

Migrating from Magento 1 system to Magento 2 system to meet business scale requirement

Model: B2C
Industry: Automotive Parts

📍 Australia



Annam Gourmet

Developing a retail website to enhance the efficiency of the O2O business model

Model: B2C
Industry: Grocery

📍 Vietnam



Eureka Skydeck 88

Developing an online ticket booking system for the 88-story Eureka Tower

Model: B2C
Industry: Ticket

📍 Australia



Kuehne + Nagel

Sketching ideas and developing an in-house application to manage and train personnel

Model: B2B
Industry: Logistics

📍 Global



Trentham Estate

Setting up an eCommerce website for a leading Australian producer of fine wines

Model: B2C
Industry: Beverage

📍 Australia



Chatwork

Revitalize and optimize the performance of the BCP information management system

Model: B2B
Industry: Business Matching

📍 Japan



My Market

Rebuilding the grocery eCommerce website using the Magento 2 platform

Model: B2C
Industry: Grocery

📍 HongKong

BUILDING A SUSTAINABLE ECOMMERCE PLATFORM BASED ON THE 'BUY NOW, PAY LATER' MODEL WITH MAGENTO

- Project: Laybyland’s sustainable ecommerce system with Magento
- Regions: Australia, US, New Zealand
- Business Model:
 - Buy now Pay later
 - Pay now Buy later
- Website: 5 websites operated on the Magento system:
 - <https://www.laybyland.com.au/>
 - <https://shopzero.com.au/>
 - <https://mylayby.com/>
 - <https://mylayby.co.nz/>
 - <https://layawayland.com/>

GIVEN PROBLEMS

- 📁 Data Consolidation Problem: Business operated in 3 countries, 2 installment methods, 3 Magento installations integrated with 1 ERP
- 📁 Full ownership and management of the payment process without going through a third party.
- 📊 Migrate complex data structures from legacy systems to new systems
- 🔄 Optimize user experience, continuously upgrade the system to suit the continuous development of the business model.
- 📁 Payment methods: increased from 2 to 15+
- 📁 SKUs: increased from 10K to 400K+
- 📁 Active installment orders increased from a few hundred to nearly 10K
- 💰 Online revenue per website: 30 million USD/website

SOLUTIONS

- 📁 BA duration: thoroughly discuss and analyze to develop a long-term development plan for the entire system as well as a detailed plan for each specific phase.
- 📁 The admin’s server and the website’s server are completely separate in the initial system design to optimize the performance of the system’s processes.
- 📊 The entire system is hosted on AWS to ensure a consistent system, and smooth and secure cash flow regardless of transaction volume.

Magento Web Dev for E-Commerce Retailer Share

<p>THE PROJECT</p> <ul style="list-style-type: none"> 📁 E-Commerce Development, Web Design 💰 \$10,000 to \$49,999 📅 Jan. - Apr. 2021 <p>PROJECT SUMMARY</p> <p>An e-commerce retailer tapped Secomm to develop an e-commerce website on Magento. They also added multiple third-party integrations, set up a staging platform for the UAT process, and hosted the website on AWS.</p>	<p>5.0</p> <p>★★★★★</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>Quality</td> <td style="text-align: right;">5.0</td> </tr> <tr> <td>Schedule</td> <td style="text-align: right;">5.0</td> </tr> <tr> <td>Cost</td> <td style="text-align: right;">4.5</td> </tr> <tr> <td>Willing to Refer</td> <td style="text-align: right;">5.0</td> </tr> </table>	Quality	5.0	Schedule	5.0	Cost	4.5	Willing to Refer	5.0	<p>THE REVIEW</p> <p>"Any concerns that we raised throughout the journey were addressed in a timely manner."</p> <p>Jun 20, 2022</p> <p>FEEDBACK SUMMARY</p> <p>Secomm delivered a bug-free web app earlier than scheduled, enabling the client to launch the platform two months before the original date. Within three months, the client achieved better sales levels than they had forecasted. Moreover, the client appreciated Secomm's prompt response to their needs.</p> <p style="text-align: center; border: 1px solid red; padding: 2px;">Read Full Review</p>
Quality	5.0									
Schedule	5.0									
Cost	4.5									
Willing to Refer	5.0									
<p>THE REVIEWER</p> <p>Founder & CEO, Laybyland Pty Ltd</p> <p> Stuart Duff</p> <ul style="list-style-type: none"> 🏪 Retail 📍 Melbourne, Australia 👤 11-50 Employees 💬 Online Review ? ✅ Verified 										

UPGRADING THE SYSTEM OF 2 RETAIL TOY WEBSITES WITH MORE THAN 2,700 RETAILERS FROM MAGENTO 1 TO MAGENTO 2

- Project: Multi-store business system with Magento 2 platform
- Regions: Australia, New Zealand
- Model: B2B
- Website: 2 website operated on Magento systems
 - <https://jasnor.com.au>
 - <https://jasnor.co.nz>



SOLUTIONS

- Create integration processes for SAP ERP, Magento, and 3rd party systems from retailers (e.g. BigW) to keep data up to date between systems. Data includes brands, products with multi-tiered catalog structures, product quantities, customers and customer employees, orders, invoices, shipping, and refunds.
- Develop a B2B debt management solution that allows customers to buy on credit and choose their own invoices to pay. Optimize cash flow management processes.
- Create an Excel content update process to save management time in changing promotions and advertisements on the website, and managing retailer information.
- Create online support channels for each customer to quickly handle order-related situations.

Magento 2 Web Dev for Toys & Giftware Distributor

Share

THE PROJECT

- Web Development
- \$10,000 to \$49,999
- Jan. 2021 - Ongoing

PROJECT SUMMARY

Secomm has taken over building a toy and giftware distributor's half-built Magento 2 website, ensured that its SAP integrations remain working, and finished its development based on the client's specifications.

5.0



Quality	5.0
Schedule	5.0
Cost	5.0
Willing to Refer	5.0

THE REVIEW

"They are extremely responsive, and their communication is concise and informative."

Jun 27, 2022

FEEDBACK SUMMARY

Secomm has launched the web app, and it has received positive feedback for its user-friendliness. The client commends the vendor's professionalism and responsiveness. Moreover, the vendor communicates with the client daily, updating them about the progress of the ongoing development tasks.

[Read Full Review](#)

THE REVIEWER

Senior Business Manager,
Jasnor (Australia)

 Rick Thurlow

- Consumer Products
- Melbourne, Australia
- 11-50 Employees
- Online Review

Verified

DEVELOPING A PREMIUM DUTYFREE SHOPPING WEBSITE WITH MAGENTO FOR CHANGI AIRPORT GROUP - ISHOP CHANGI WINES

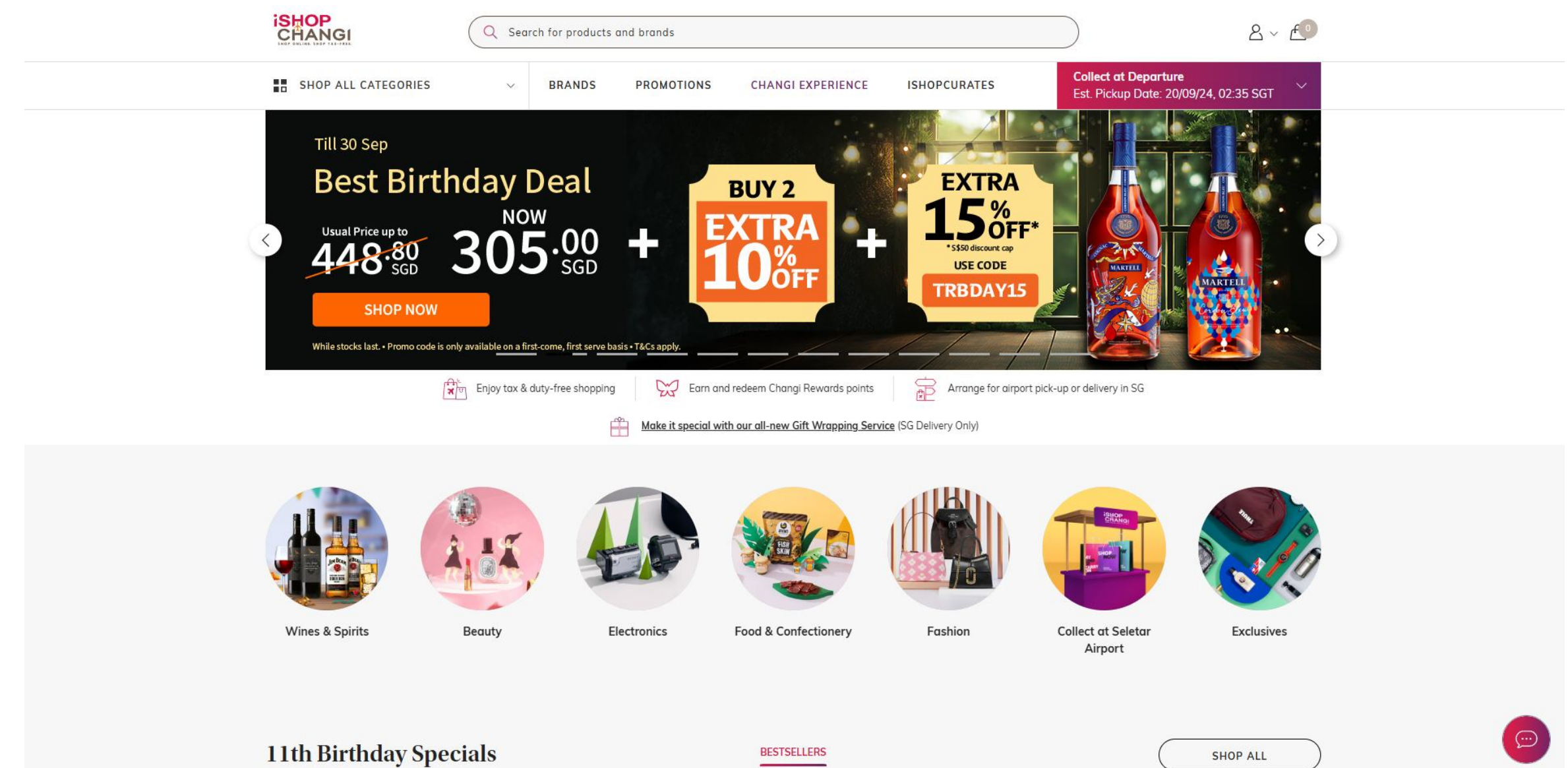
- Project: Develop an online Wine-and-Spirits supply chain at Changi Airport
- Region: Singapore
- Website:
 - iShop Changi Wine: <https://ishopchangi.com>
 - LCD
 - DFS
 - LuxSales

GIVEN PROBLEMS

- ☒ The old system has a low load capacity; it is critical to overcome the situation in which the system cannot handle the significant increase in traffic and orders during the upcoming big promotions.
- ☒ Upgrade many critical system functions with high flexibility and efficiency.

SOLUTIONS

- ☒ In just 2 days, SECCOMM has upgraded the system's load capacity to more than 200 times, allowing 5000 to 10,000 users to check out at the same time.
- ☒ CAG hands over the entire iShopchangi Wines project to SECCOMM. Both parties improved the system's interface and functions.
- ☒ After the iShop Changi Wine project, work with SECCOMM on many other projects such as LCD, DFS, LuxSales, and so on. Furthermore, CAG has been a strategy client for over 7 years and has introduced many other customers to SECCOMM in Singapore.





VINAMILK & THE UNPRECEDENTED SHIFT USING SHOPIFY PLUS

- Project: Merge corporate website and eCommerce website
- Regions: Vietnam
- Business Model: B2C
- Website: <https://new.vinamilk.com.vn/>

GIVEN PROBLEMS

- The number of orders is expected to increase 5 times, from 30,000 to 150,000 orders/month
- The need to synchronize real-time data on pricing, product, weight, and cost from various systems and sales channels
- Migrating complex data structures from legacy systems to new systems
- Synchronize data on prices, products, weights, and costs from the system and sales channels. Process, update, and synchronize information in real-time across all branches and systems.

SOLUTIONS

- Build the system on the Shopify Plus platform to ensure the performance provided by the SaaS model system. Ensure the average number of orders is 10,000/day.
- Synchronize online orders in real-time from Shopify to the OMS order processing system, from OMS to Shopify. Ensure timely notification of delivery-related information (location, time) to customers.
- Create detailed data models, and identify source systems, target systems, data formats, and data structures to help both parties clearly visualize how the data will move. Then build a detailed conversion plan.

E-Commerce Web Development for Dairy Products Company Share

<p>THE PROJECT</p> <ul style="list-style-type: none"> E-Commerce Development, Web Development \$50,000 to \$199,999 May - Dec. 2023 <p>PROJECT SUMMARY</p> <p>SECOMM designed and developed a Shopify Plus website for a dairy products company. The team was responsible for UI/UX design, features integration, testing and QA, and post-launch support.</p>	<p>5.0</p> <p>★★★★★</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Quality</td><td>5.0</td></tr> <tr><td>Schedule</td><td>5.0</td></tr> <tr><td>Cost</td><td>5.0</td></tr> <tr><td>Willing to Refer</td><td>5.0</td></tr> </table>	Quality	5.0	Schedule	5.0	Cost	5.0	Willing to Refer	5.0	<p>THE REVIEW</p> <p>"Their unique blend of expertise, adaptability, and partnership solidified SECOMM as an outstanding partner."</p> <p>Aug 17, 2023</p> <p>FEEDBACK SUMMARY</p> <p>SECOMM's efforts have significantly increased conversion rates, user engagement, and page views. The team was highly efficient from a project management standpoint, and internal stakeholders were particularly impressed with SECOMM's flexibility, professionalism, and collaborative approach.</p> <p style="text-align: center;">Read Full Review</p>
Quality	5.0									
Schedule	5.0									
Cost	5.0									
Willing to Refer	5.0									
<p>THE REVIEWER</p> <p>Project Manager, Vinamilk</p> <p> Hoa Dang</p> <ul style="list-style-type: none"> Consumer Products Vietnam 10,001+ Employees Online Review Verified 										



DEVELOPING A RETAIL WEBSITE TO ENHANCE THE EFFICIENCY OF THE O2O BUSINESS MODEL

- Project: Professional retailer chain with Magento 2
- Regions: Vietnam
- Website: 3 projects for 3 brands:
 - Wine: <https://warehouse-asia.com/>
 - Grocery: <https://shop.annam-gourmet.com/>
 - Coffee Machine: <https://ww.nespresso.vn/>

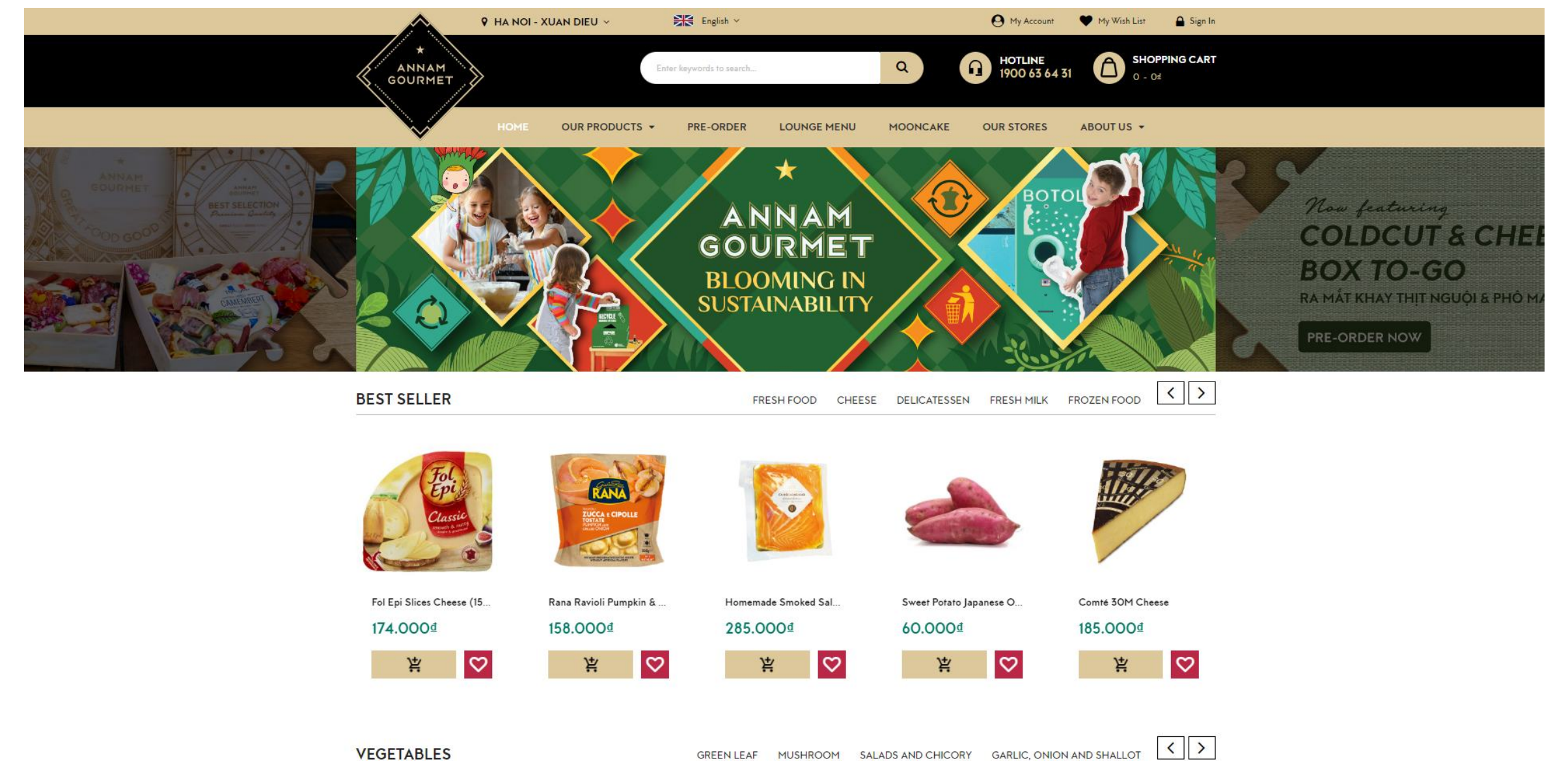


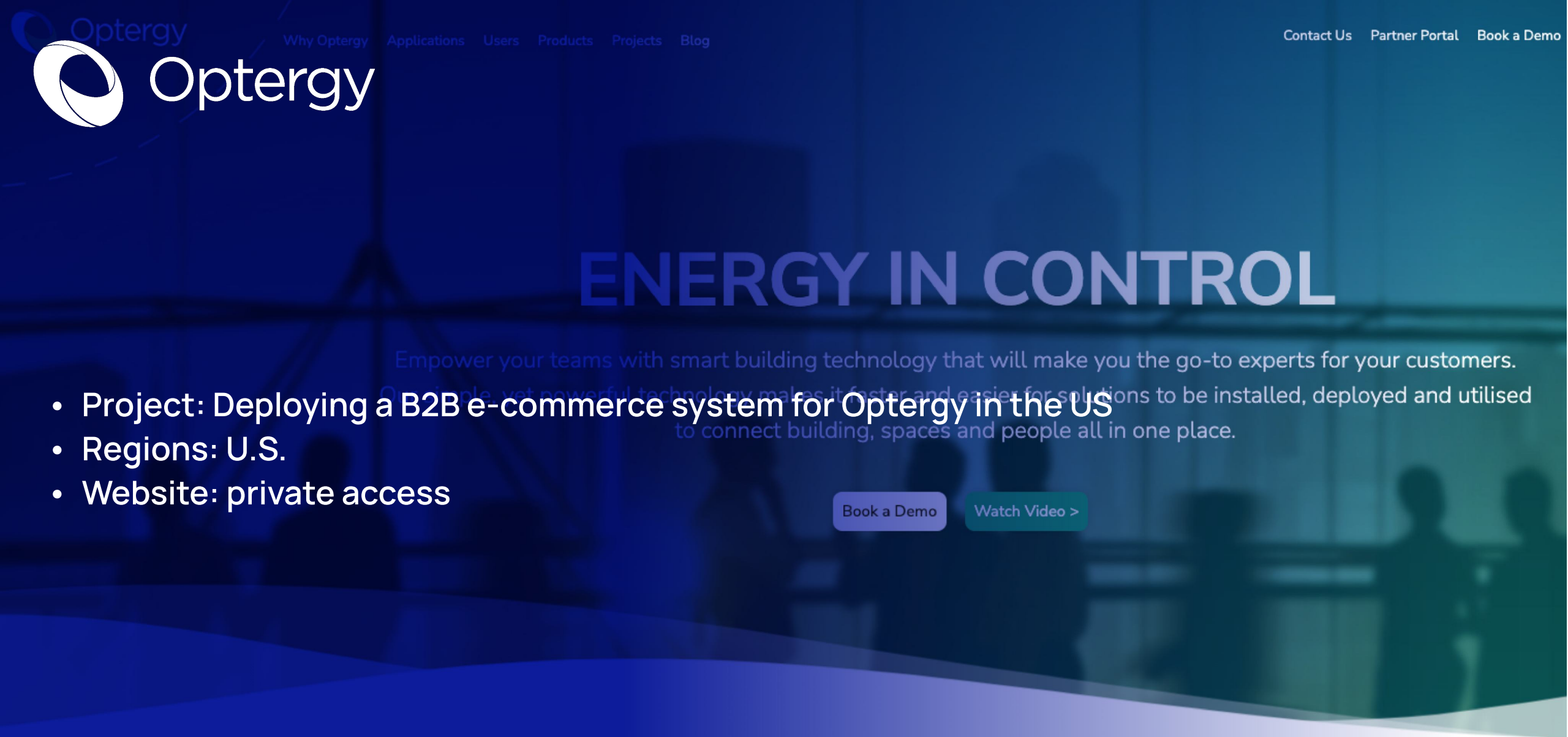
GIVEN PROBLEMS

- ☒ Inventory quantities must always be displayed in real time and accurately. The synchronization process applies to all online and offline stores.
- ☒ Many industries have specific characteristics. For example, in the Grocery industry, many fresh products are highly perishable, requiring product unit management down to each gram and each ml.

SOLUTIONS

- ☒ Two-way integration with existing systems to synchronize data at offline and online stores, creating accurate order processing.
- ☒ Two-way inventory management algorithm, integrating Magento and ERP Microsoft Dynamics AX so data is always updated in real-time.
- ☒ After the success of The Warehouse project, SECOMM continues to accompany An Nam Group with the Annam Gourmet Market project. At the same time, it continues to implement projects such as Nespresso, YR,...





- Project: Deploying a B2B e-commerce system for Optergy in the US
- Regions: U.S.
- Website: private access

SOLUTIONS

- Use reverse engineering to understand the operation of legacy systems. Create documentation that describes the technology, functions, and processes being operated.
- Improve and optimize existing processes so Optergy can operate more efficiently.
- Bring the whole new process into the Ecommerce system, build integration with software management tools and License.



Optergy Information System

Connect, manage data, target waste and improve operation



GIVEN PROBLEMS

- Platform migration for License management systems with very complex algorithms and publishing processes.
- Manage both hardware and software products along with subscription-based license management.
- Migrate the platform for product warranty management from the old system written in VB.NET to web technologies. Integrate with technical staff's PDAs to ensure installation and maintenance processes.
- The entire legacy system had no technical or functional documentation.



SETTING UP AN ECOMMERCE WEBSITE FOR A LEADING AUSTRALIAN PRODUCER OF FINE WINES

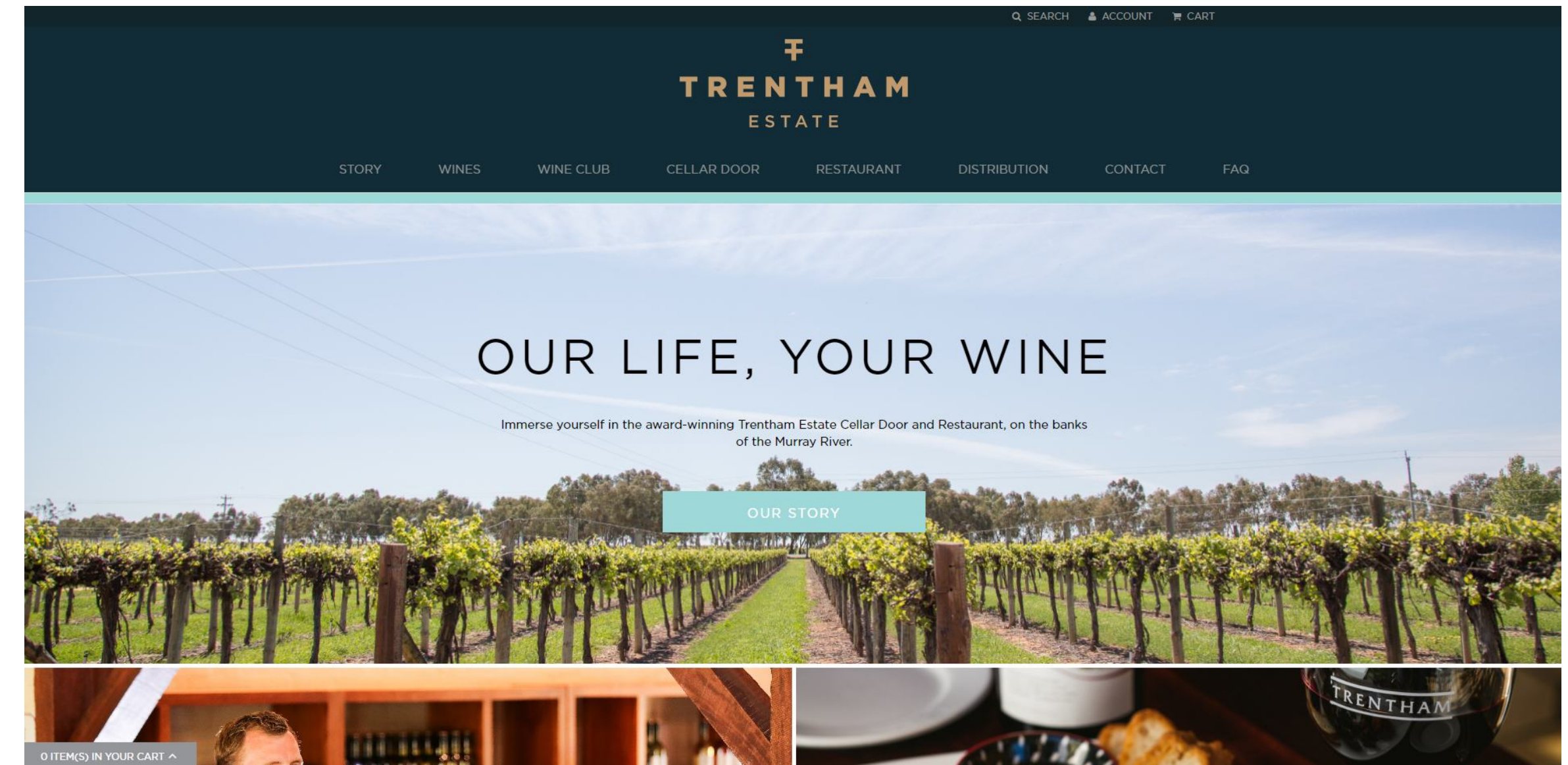
- Project: Building B2C and B2B e-commerce systems with Magento
- Regions: Australia, New Zealand
- Business Model: B2C and B2B with Subscription
- Website: <https://trenthamestate.com.au>

GIVEN PROBLEMS

- ☒ Trentham Estate is a leading wine brand in the state of Victoria, Australia. Its unique business model is both self-production and a combination of wholesale and retail. Therefore, understanding the brand aspects of the website design project for Trentham Estate is a prerequisite.
- ☒ Digital transformation for Wine-Club Membership management process with a Subscription model.

SOLUTIONS

- ☒ Meticulous UI/UX design to ensure the website can highlight the luxury of the Trentham brand as well as the wine industry products.
- ☒ Build a subscription management system for Wine Club. Integrate automatic processes to create orders and payments based on customer needs at predetermined intervals and special events during the year (Christmas, New Year, etc.)

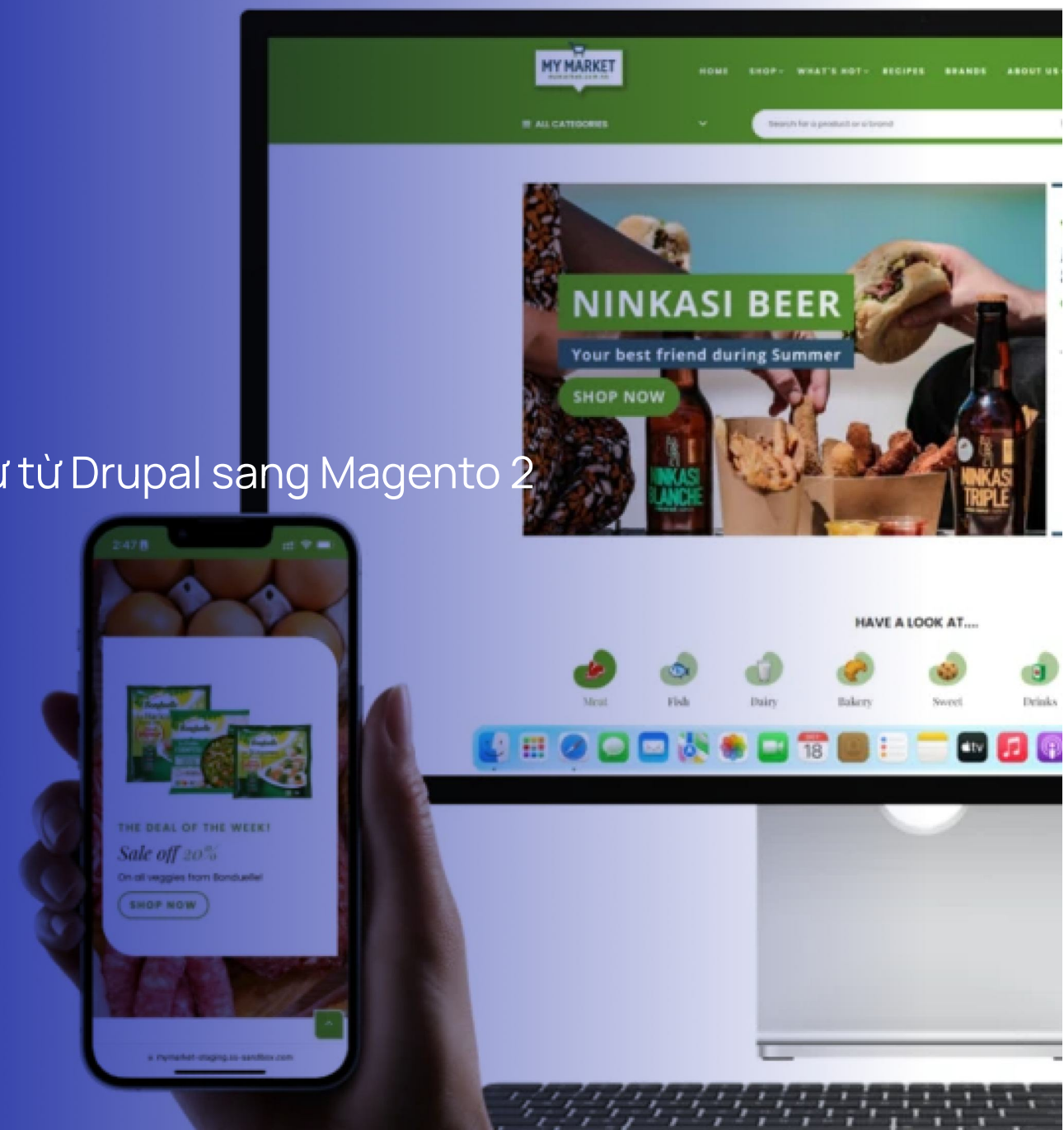




- Dự án: Chuyển đổi nền tảng thương mại điện tử từ Drupal sang Magento 2
- Khu vực: Hong Kong
- Mô hình: B2C Grocery
- Website: <https://mymarket.com.hk/>

Better. Faster. Stronger.

Re-discover your French
food essentials.



SOLUTIONS

- 📄 The BA team worked closely with My Market's management team to understand the processes and issues in the current system operation. Then proposed solutions from within their own processes.
- 📄 Digital transformation and automation of almost all manual steps in the old process onto the e-commerce platform.
- 📄 Consulting on API development as well as in-depth integration with My Market's Netsuite ERP to always keep up to date between the two systems without manual import & export.

GIVEN PROBLEMS

- 📄 Lots of manual steps in managing products, inventory, orders, as well as packaging processes.
- 📄 The complex management process for orders from suppliers, when need to manage many item codes with expiry dates
- 📄 The old process had problems accurately reconciling the sellable quantity of each product between the ERP system and the warehouse.
- 📄 The complex integration process between legacy systems and carriers, especially when dealing with shutdowns due to force majeure events like COVID-19.

SECONDS DEALS: THE ONLINE MARKETPLACE POWERED BY MAGENTO 2

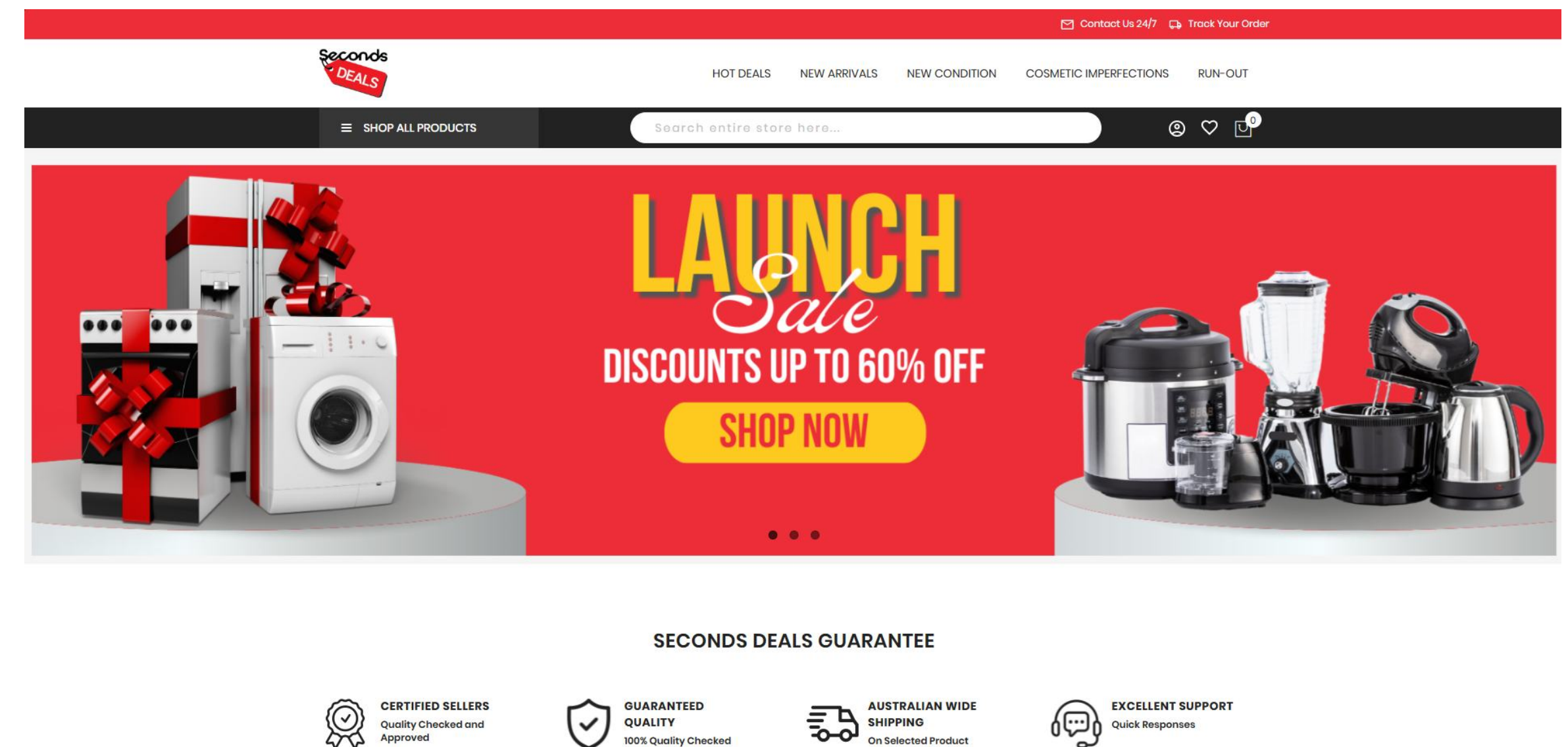
- Project: Build an e-commerce platform from Magento 2
- Regions: Australia
- Business Model: Marketplace
- Website: <https://secondsdeals.com.au>

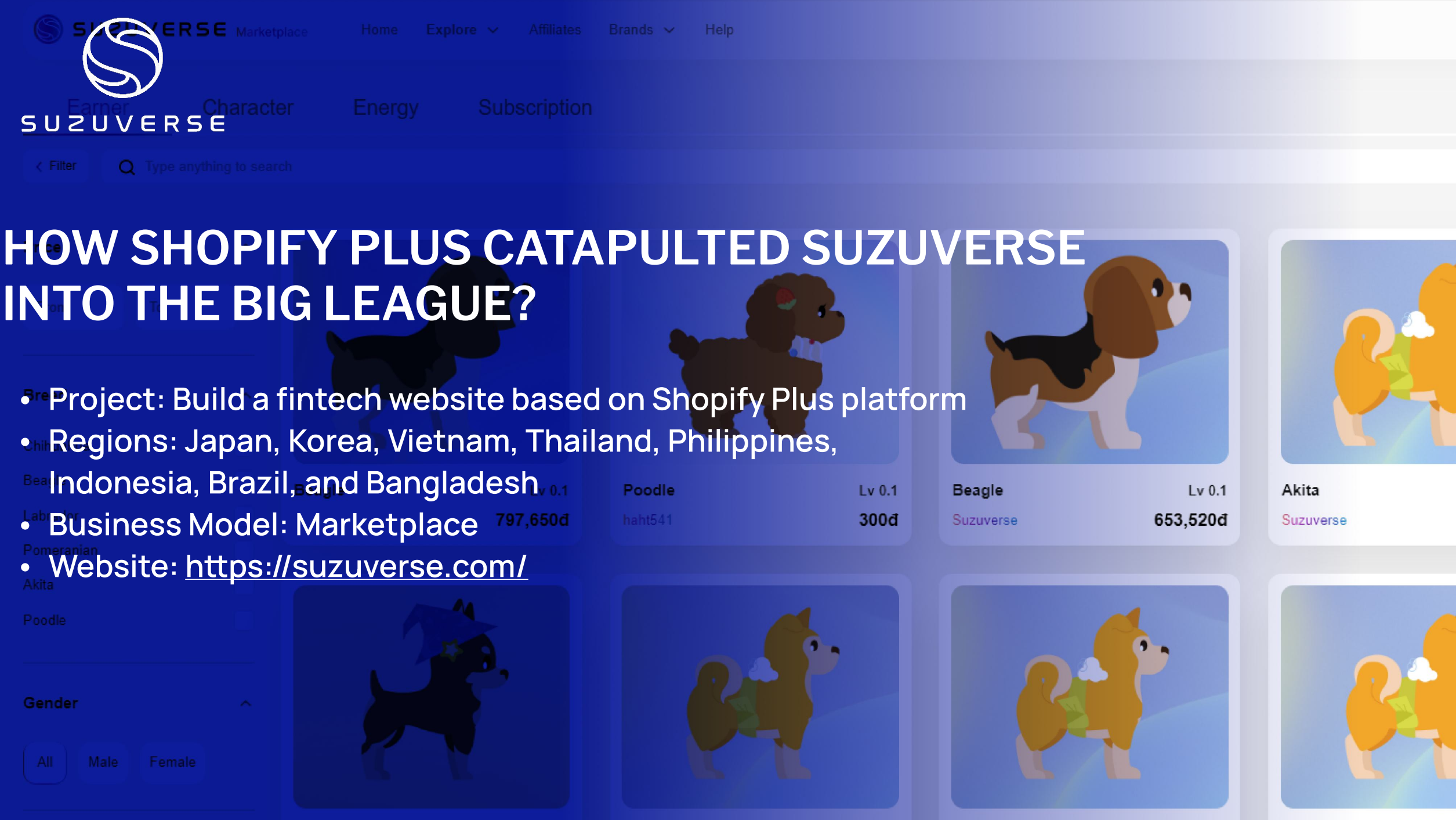
GIVEN PROBLEMS

- Building an e-commerce platform that offers new items with some minor aesthetic flaws. The design needs to be user-friendly, allowing buyers to make online payments easily.
- Develop a seller portal equipped with essential features, allowing them to monitor multiple warehouses and seamlessly integrate with shipping providers to synchronize orders. Integrate the function of importing products from files quickly and easily.
- Build product sync and other functionality from Shopify.

SOLUTIONS

- Build a Magento 2-powered marketplace with an intuitive and user-friendly interface for a seamless shopping experience.
- Deployment of extensions for the Multi-Vendor model, allowing Sellers to manage products, process orders, configure shipping methods, request withdrawals, manage multiple warehouses, and import products through file uploads.
- Allows Admin to manage Sellers, products, and withdrawal requests.
- Integrate Startrack's API for seamless order sync and automatic shipping calculation.
- Integrate Ship24 to track order shipping and Stripe for online payments.
- Build product sync functionality from Shopify to production for large-scale sellers.





HOW SHOPIFY PLUS CATAPULTED SUZUVERSE INTO THE BIG LEAGUE?

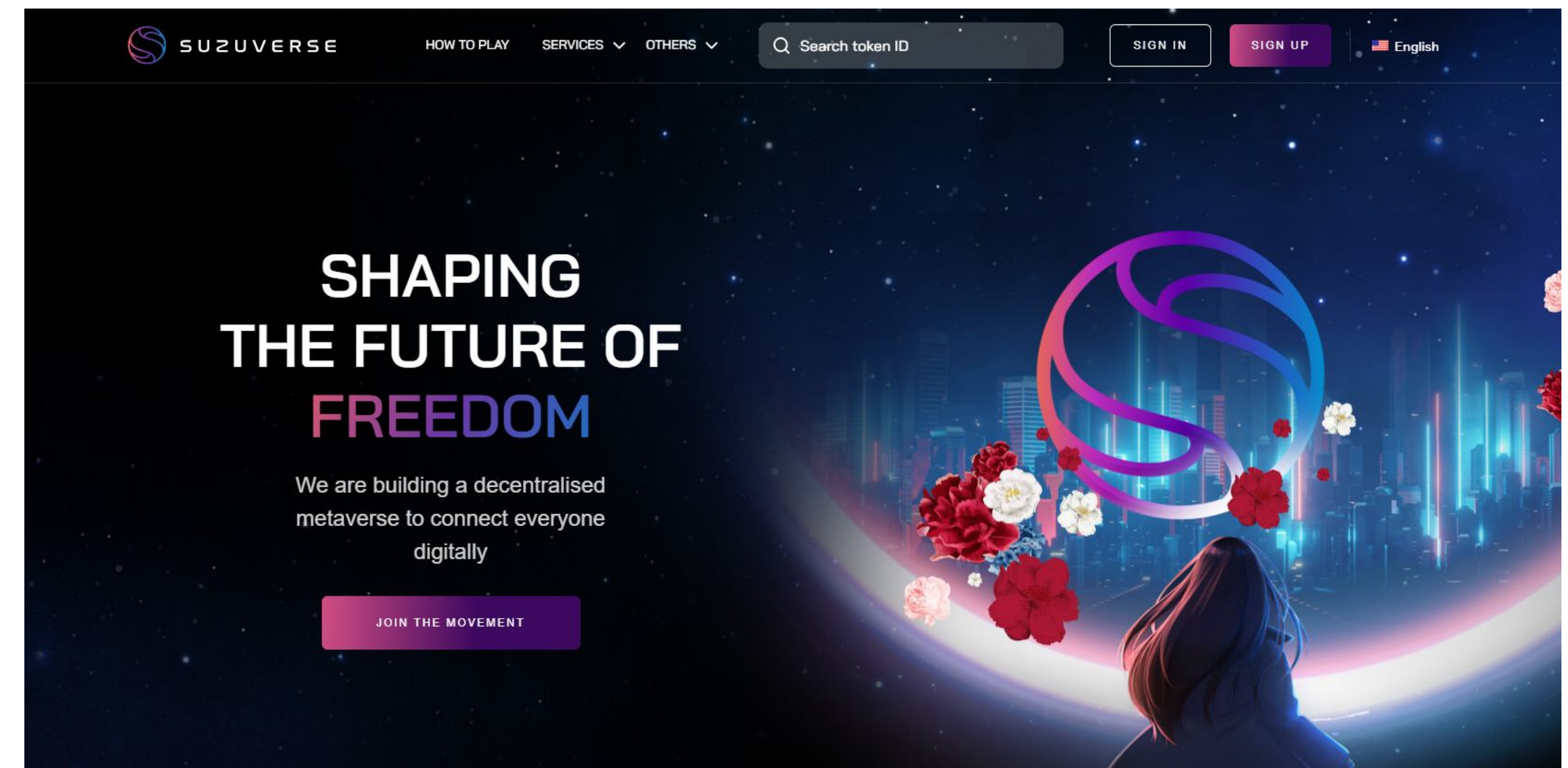
- **Project:** Build a fintech website based on Shopify Plus platform
- **Regions:** Japan, Korea, Vietnam, Thailand, Philippines, Indonesia, Brazil, and Bangladesh
- **Business Model:** Marketplace **797,650d**
- **Website:** <https://suzuverse.com/>

GIVEN PROBLEMS

- ☒ Seamlessly integrate your e-commerce storefront with the Suzuverse Account Management System (AMS), creating a unified platform that streamlines customer management, order fulfillment, and payment processing. This integration will improve operational efficiency, deliver a more engaging customer experience, and unlock valuable insights through unified data analytics.

SOLUTIONS

- ☒ Integrating a Single Sign-on (SSO) solution saves users time and allows administrators to centrally manage user access and accounts efficiently.
- ☒ Synchronize product data from the main store (HQ store), including product information, description, price, and image to local stores (Local store).
- ☒ Synchronize transaction data from Local stores to the AMS system.



**STAR YOUR
COMMERCE
NOW!**



 Hotline: (+84)2871089908

 contact@secomm.vn

 www.secomm.vn

 www.facebook.com/secommvn

 www.linkedin.com/company/secommvn

 www.pinterest.com/secommvn/

 9 Phan Ke Binh, DaKao Ward, District 1, HCMC, Vietnam