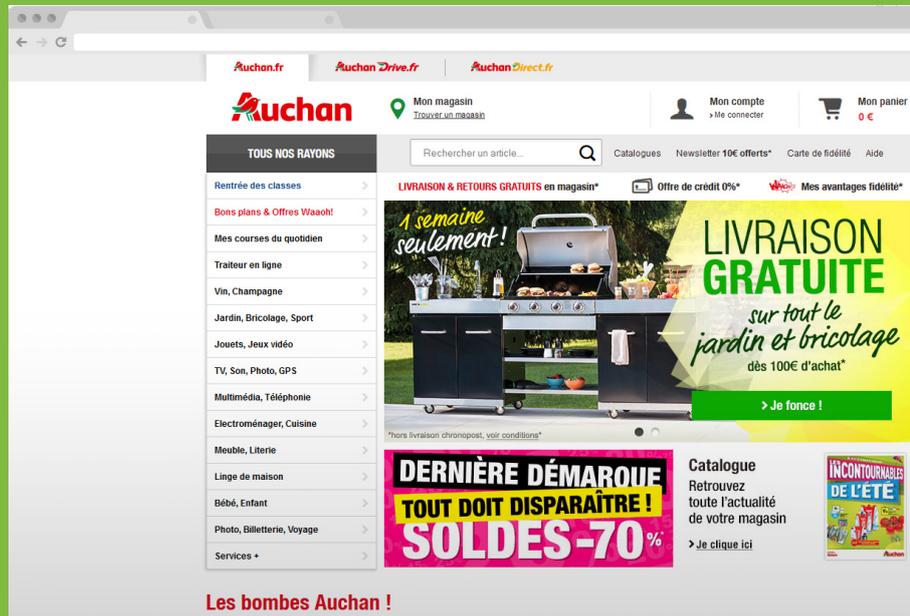# SensioLabs

# Auchan E-commerce

# Progressively Migrating over 1 million lines of code!



> " *We truly appreciate the technical expertise and dynamic energy of the SensioLabs experts. It's wonderful to work with a team that knows how to focus on pragmatic solutions for every one of our needs.* "

**Guillaume Magnier**, Head of Back Office Development Center, Auchan E-Commerce, France

## 🏢 The company

To understand all the business factors associated with this colossal migration story, one needs to understand the enormity of the company involved. **Auchan is one of the largest supermarket chains in France and their e-commerce sites (Auchan.fr, Auchandirect, GrosBill, Chronodrive) serve all of Europe.** Their sites enable consumers to grocery shop , purchase electronics, etc. online and either be delivered at home, to the trunk of their car, or to pick up in their local store. **The company declared over 62 billion euros in revenues for 2013 and employs approximately 287,000 people.** They rank 13th in world distribution in their sector.

## 💡 The problem

The existing, home-made PHP framework they were using was having trouble keeping up with their multi-international business that was growing at an exponential rate. Back office migration to Symfony 2 was an obvious choice for them. "**We needed someone to present a new methodology of transformation for our SI Back Office and it needed to be adapted to our migration to Symfony 2,**" Guillaume Magnier, Head of Back Office Development Center, Auchan E-Commerce, France.

## SensioLabs

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### The professional business solution:
# PROGRESSIVE MIGRATION

- ➔ **Optimized performance and the quality of the SOA architecture**
- ➔ **Secured the functional perimeter**
- ➔ **Mastered dependencies**
- ➔ **Consolidated re-usable bundles and reviewed code**

## The story

Recognizing that their home-made PHP structure would never be able to support their exponential growth, they started exploring the possibility of **migrating the entire back office to Symfony 2, a more robust and performant framework that would expand and grow with their business**.

Undertaking such a difficult and all-encompassing project was delicate and they decided to call in the SensioLabs experts to handle the task. Aside from remaining operational during the migration, they brought a heavy list of requirements to the table: deploy international order management solutions, improve user experience, improve development, productivity and maintenance and insure functionality in multiple languages and multiple countries. "**The work we did progressively migrating to Symfony 2 allowed us to reduce our technical debt, reduce project costs and delays and accelerate our Time To Market**," Guillaume Magnier, Head of Back Office Development Center, Auchan E-Commerce, France.

Since migrating to Symfony 2, Auchan E-Commerce has met all of their initial objectives: reduction in Time To Market, reduction of technical debt and fewer bugs. **SensioLabs has since trained over 40 members of their development team** and their projects are thriving. "**Our experience with SensioLabs was so positive that we have since become privileged partners for technical expertise in all things PHP including architecture, coaching, and training**. We have developed a genuine collaborative relationship that we appreciate immensely," Guillaume Magnier, Head of Back Office Development Center, Auchan E-Commerce, France.

## Contact us!

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## Other SensioLabs Solutions you might like…

- ➔ **Symfony Coaching**
- ➔ **Migration Workshop**
- ➔ **Architecture Workshop**

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