



**MEDIA
PRINT**

A full-service agency specializing
in graphic production & logistics

About the Client

MediaPrint is a leading full-service graphic production agency based in Denmark, offering a vast array of services, including customized printing for outdoor events and campaigns, catalogs, POS material, retail branding, and facades. They provide services to an impressive list of clients in Denmark, such as 7-ELEVEN, SPORT24, Emmerys bakery, and Copenhagen Zoo.

Specializing in graphic production and logistics, MediaPrint is a trusted supplier to more than three hundred of the largest convenience stores nationwide (Denmark) for delivery of point-of-sale (POS) material, fifteen times a year. With an impressive list of successful projects and clients served, MediaPrint stands out as one of the top agencies in Denmark.

Challenges

Order placing at MediaPrint takes place either with the assistance of an employee at MediaPrint or in a self-service B2B portal that clients can access online. The B2B portal for ordering products was developed over ten years ago, and had many limitations and technical constraints, resulting in an unsatisfactory user experience when navigating the portal. Therefore, MediaPrint considered revamping the portal to provide its customers with an improved and more enjoyable experience. To this end, MediaPrint was looking for a reliable technology partner to help them redesign their portal and seamlessly integrate it with their existing back-end system.

The major challenge was to incorporate a cutting-edge front-end interface with a legacy back-end system that had been around for more than ten years.

Solution









Codora leveraged its expertise in UI/UX and proposed an entirely redesigned B2B portal featuring the most up-to-date technology stack, which allowed for significant improvements in the areas of content loading speed, visual appeal, and enhanced overall functionality.

As a result, the new front-end provided a more intuitive and engaging experience for the users when navigating the website.

Additionally, a payment solution was seamlessly integrated into the existing back-end system of the platform to ensure a more streamlined payment process. The new solution was deftly implemented complying with key industry guidelines and regulations, guaranteeing a stable and secure platform for customers.

With the combination of intricate GUI design advancements and the most up-to-date technology stack, Codora delivered a new platform that resulted in a superior user experience, increased efficiency, and enhanced security levels, successfully addressing all the concerns MediaPrint wanted resolved.

Technologies & Integrations

Back-end	  PHP Client Provided System
Front-end	    HTML Javascript CSS Jquery
Infrastructure and Storage	 Client Managed Cloud
Database	 Client Managed

Results

- New and improved B2B Portal
- Superior user experience
- Secure and stable platform
- Enhanced functionality
- Developed on the latest technology stack

About Codora

Codora is a full-stack technology consulting and business process outsourcing company based in Copenhagen, Denmark. We provide an extensive range of cutting-edge technologies and customized services to aid our clients in optimizing their business operations, controlling costs, and increasing the efficiency of their processes.

Our clients come from diverse industries, including finance, healthcare, education, supply chain, technology, and retail. We have a deep understanding of both web2.0 and web3.0 technologies and how they can be leveraged to drive businesses forward. As a result, we are able to tailor our services to meet the specific needs of each client. We have regional offices in the UK, Canada and Pakistan, which enables us to support our global clientele effectively.