

CASE STUDY

La Koketa – Sitefinity delivers sophisticated cloud-connected web platform for iPhone startup



SUMMARY

REGION:
Global

SECTOR:
Consumer Apps

CUSTOMER PROFILE

La Koketa is a fashion stylist app aimed at tech-savvy young women age 18-25. Developed by Trendsta, it has rapidly established an international following.

CHALLENGE

As a startup, Trendsta needed a technology platform which would enable it to achieve ambitious goals without over-burdening company resources.

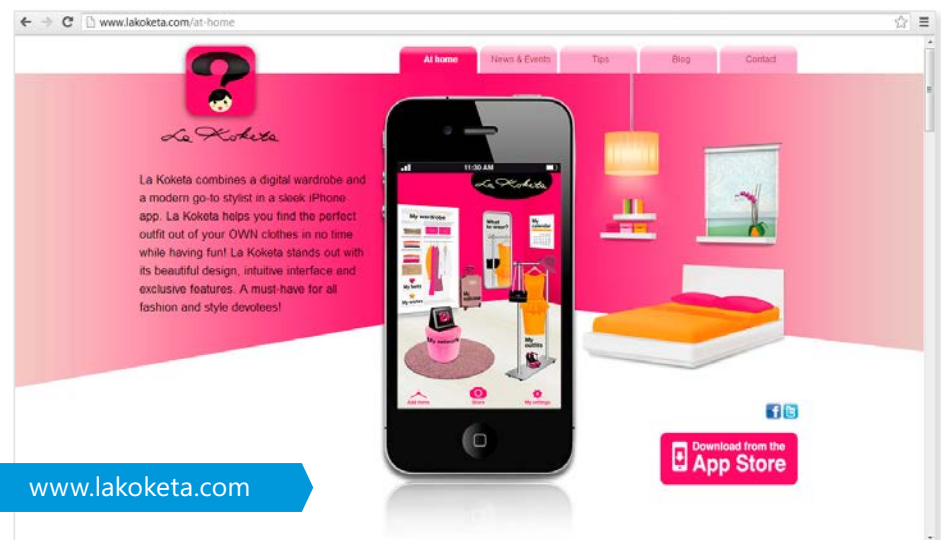
SOLUTION

Telerik Sitefinity saved time and developer resources by providing an extensible platform on which the team could quickly build sophisticated services to support the app's functionality, while also meeting its web content management needs.

BENEFITS

- Rapid development of services to connect app with Amazon S3 and e-retailers
- Efficient management of user profiles through Sitefinity
- Empowerment of business users to manage marketing content quickly in a rapidly moving marketplace

In a highly competitive market, La Koketa – a personal fashion stylist mobile app targeting tech-savvy trendy young women – needed to deliver a sophisticated, engaging user experience. Leveraging the open, extensible architecture of Telerik Sitefinity CMS, La Koketa's small team rapidly created the web infrastructure to support the app's complex cloud, social engagement and ecommerce functionalities.



“Sitefinity made the seemingly difficult task of building a web- and cloud-connected mobile application an achievable goal for our small start-up company.”

Gergana Georgieva,
CEO, Trendsta



A FLEXIBLE PLATFORM: HOW SITEFINITY ADAPTS TO YOUR NEEDS

In the modern world, every organization however big or small needs its CMS to connect to other infrastructure. Often the CMS needs to talk to external systems. Telerik Sitefinity makes it easy to create custom solutions that are perfectly adapted, whatever the requirement.

Sitefinity integrates easily with existing infrastructure. Using the Provider Model and supporting multiple providers, Sitefinity pulls in data from disparate sources, while making its own data easily accessible through its fully-exposed API and RESTful Web Services. Its use of Telerik Open Access ORM means that multiple database options are supported. Its support for Windows Workflow Foundation means it aligns seamlessly with business-critical processes such as mandatory pre-publication approval.

Out of the box, Sitefinity's Sharepoint Connector can be used to expose corporate documents and content assets through a secure public web presence layer.

Many Sitefinity Partners specialize in creating integrations with CRM, ERP and other business systems. Find out more about the Sitefinity Partner Network at www.sitefinity.com/partners

BACKGROUND

The average woman spends a year of her life trying to decide what to wear – so says a survey published by the UK's Daily Telegraph newspaper. La Koketa for iPhone is designed to solve this problem.

With its unique 'What to Wear?' engine, La Koketa is a digital wardrobe and personal stylist on your phone. The app creates inspiring outfit ideas tailored just for you, factoring in style, color and season. It helps you pack your suitcase for trips, plan outfits for events and even checks how wish-list items will fit with your existing wardrobe. All you have to do is take photos of your clothes or download pictures from the web.

Although there are other apps in the digital wardrobe category, none are positioned as a personal stylist with the capability to match fully layered and accessorized outfits.

CHALLENGE

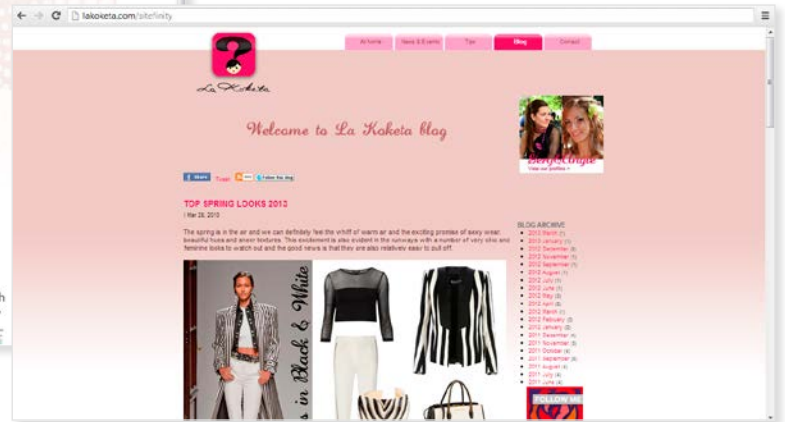
The iPhone app market is a crowded space with intense competition for user attention. This is especially true for La Koketa's target market – tech-savvy 18-25 year old females who are users of the iPhone, iPod Touch and iPad, and who are active in all the major social networks. Standing out in this environment is a significant challenge.

Additionally, La Koketa's freemium business model targets in-app purchases of user experience enhancements such as a larger wardrobe capacity to generate upgrade revenues. This makes the need to stand-out even more important.

Trendsta, the innovative start-up behind La Koketa, developed a strategy to do just this by offering advanced features such as cloud data services for users, social networking and a shopping platform.

The company had two needs. First, it needed a web presence to market the app and engage its audience. Second, it needed a backend system to manage user profiles and user data.

The technology challenge was to create a single, integrated platform that could deliver all this functionality. It needed to be flexible and scalable, but critically, it needed to be cost-effective and not place an unreasonable technical burden on the company's development team. It also needed to be implemented in time to support the release of the latest version of the La Koketa app.



SOLUTION

"The decision came down to a choice of two difficult options," says Gergana Georgieva, CEO of Trendsta. "We were faced with writing the web application from scratch or using one of the popular CMS systems, all of which are like black boxes that cannot be easily extended. However, the wide scope of requirements and the tight deadlines called for a sophisticated and flexible system that could accommodate a number of different needs. It was a dilemma."

Building a custom platform was not an attractive proposition for the La Koketa team for two reasons. First, it would require significant resources to develop. Second, maintenance of a custom platform would place an ongoing burden on the company, focusing developer resources on infrastructure rather than business logic.

However, identifying a CMS that could meet La Koketa's needs was not easy. The team evaluated a number of commercial and open source CMS systems, but eliminated them on the basis of cost, inflexibility or absence of key features.

It was only when they looked at Telerik Sitefinity that they found the right technological and business fit. "The La Koketa team chose Sitefinity as the only flexible, extensible CMS that could accommodate our numerous and diverse needs."

RESULT

Using Telerik Sitefinity, The La Koketa team rapidly built a complex infrastructure to support and market the app:

WEBSITE

The La Koketa website and frequently-updated blog can be managed easily by business users using Sitefinity's powerful web content management capabilities. The La Koketa team can promptly update news articles and PR pieces, create marketing promotions and tell users about application updates and new functionalities.

USER ACCOUNTS

Users are easily managed thanks to Sitefinity's sophisticated user profiles and granular permissions controls. Key usage data is also easily tracked with Sitefinity.

CLOUD SERVICES

The La Koketa app synchronizes user data with Amazon's S3 cloud services, allowing users to back up their data and transfer it between iOS devices.

.NET FROM THE GROUND UP: HOW SITEFINITY IS BUILT FOR DEVELOPERS

Leveraging Telerik's deep expertise in .NET, Telerik Sitefinity has been designed from the ground up to promote developer productivity.

Sitefinity feels instantly familiar to .NET developers because it is based on standard and widely understood ASP.NET technologies, including .NET controls, MVC views, .NET data providers, Master Pages and Themes.

Further, Sitefinity supports MVC and Razor. It is the only CMS that can switch freely between Web Forms and MVC. Sitefinity's MVC implementation is fully aligned with Microsoft's, meaning existing MVC code works 'as is'.

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Gergana Georgieva,
CEO, Trendsta

The La Koketa team achieved this by leveraging Sitefinity's open API and extensible architecture, and this functionality is being further developed so users can transfer their data between a wider range of iOS devices on mobile and desktop.

LA KOKETA SOCIAL NETWORK

The La Koketa Social Network on the iOS client uses Sitefinity's social media connectors and takes advantage of the ease with which custom connectors can be created. The La Koketa Social Network is fully integrated with Facebook and Twitter. Also it allows easy sharing of posts and Facebook sign-in on the iPhone.

ECOMMERCE CONNECTORS

The La Koketa app links to multiple online stores. For users, the La Koketa Shopping Platform makes collections directly shoppable from the app. For the La Koketa team, Sitefinity makes it easy to manage seasonal collections on the server.

THE VERDICT

"The decision to use Telerik Sitefinity for the integration of all planned features had many benefits for La Koketa," says Gergana.

"On the development side, Sitefinity shortened the project to connect the iPhone app with Amazon S3. It also

enabled easy and fast development of the back-end system that powers the La Koketa Social Network and our shopping platform."

"For business users, Sitefinity allows easy content management of the website. Sitefinity's integrated e-marketing capabilities have eliminated the need for an external CRM and e-marketing system."

"Sitefinity made the seemingly difficult task of building a web- and cloud-connected mobile application an achievable goal for our small start-up company. This provided La Koketa with strong competitive advantages compared to other similar apps."

ABOUT TRENDSTA AND LA KOKETA

La Koketa is the flagship product of Bulgarian tech startup Trendsta. Targeting hard-to-please fashion-engaged young women, La Koketa disrupts traditional fashion retail models by providing a unique in-phone wardrobe assistant and personal stylist which seamlessly connects to online retailers. La Koketa users are primarily located in the US, Canada and Western Europe.
www.lakoketa.com

ABOUT SITEFINITY

Sitefinity is Telerik's award-winning web content management and collaboration platform. Sitefinity brings an intuitive, drag & drop page design environment to business users while delivering high levels of developer productivity. Sitefinity powers more than 10,000 websites worldwide.

ABOUT TELERIK

Telerik is the market-leading provider of end-to-end solutions for application development, automated software testing, agile project management, reporting, and web content management across all major Microsoft development platforms. Telerik is trusted by more than 100,000 customers worldwide for its innovation and industry-best technical support.

FIND OUT MORE

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