

CASE STUDY

# E-shop Praktis.sk

*From taking over legacy source code to a fully integrated e-commerce system with long-term managed services.*

SECTOR <b>E-commerce</b>	LOCATION <b>Slovak Republic</b>	PARTNERSHIP <b>since 2019</b>	MODEL <b>Ongoing managed services</b>	BILLING <b>Monthly retainer</b>
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## Context and Starting Point

Praktis.sk is a Slovak e-shop focused on selling drugstore products, household items and everyday consumer goods. The operator PRAKTIS SK s.r.o. approached Datilo in 2019 requesting a takeover of development from the original vendor.

The system was built on a proprietary CMS with no documentation, low stability and no connection to key business systems. Although the e-shop was operational, its technology architecture was blocking further growth.

## State at Handover

<b>Technical Issues</b> <ul style="list-style-type: none"><li>• Undocumented legacy source code from the original developers</li><li>• No integration with accounting systems</li><li>• Payments processed manually without automatic matching</li><li>• Product catalogue managed entirely by hand</li><li>• No connection to any shipping carriers</li><li>• Unstable hosting with no internal management</li><li>• No analytics tools or conversion tracking</li></ul>	<b>Business Consequences</b> <ul style="list-style-type: none"><li>• High time burden on the internal team</li><li>• Error rate in order processing</li><li>• Inability to scale the product catalogue</li><li>• Loss of overview of stock and order statuses</li><li>• Limited ability to run marketing campaigns</li></ul>
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## What Needed to Be Solved

Rather than an immediate platform migration, we chose a phased approach of stabilisation and incremental extension of the existing system. Datilo took full ownership of backend, frontend, databases, domains, mailing and hosting — and gradually built an integration layer around the e-shop core.

## Implemented Solutions — Overview

## **Payment Integration and Matching**

Integration with the Tatrabanka payment gateway including automatic matching of incoming payments to orders. The system handles multiple bank accounts and matching runs in real time without any manual intervention.

## **Accounting System Integration**

A bidirectional data transfer between the e-shop's proprietary CMS and the accounting systems MRP and Pohoda. Orders, invoices and stock movements are synchronised, eliminating manual data re-entry.

## **Product Catalogue Automation**

Comprehensive automation of product catalogue management includes:

- automatic creation and update of categories
- automatic generation of product cards
- updates of prices, images, technical data and stock parameters
- automatic translation of product data from Czech to Slovak
- automatic assignment of products to categories based on defined rules

## **Carrier Integration**

Integration with six shipping partners — GLS, DPD, Packeta, BigArena, SDS, SPS and 123Kurier — including transfer of tracking URLs and delivery status information directly into the order management system.

## **Shipping Rules Engine**

Implementation of advanced shipping logic based on parcel weight, product type and internal business rules. The system automatically assigns available shipping methods based on order parameters.

## **Order Status Automation**

Automatic processing and updating of order statuses in response to payment and shipping events. QR codes for payments generated directly on invoices.

## **Reporting and Analytics**

Order and item reporting, integration with Google Tag Manager, Google Analytics 4, Heureka.sk and Google Shopping for comprehensive tracking of e-shop performance and marketing campaigns.

## **Hosting and Infrastructure**

The e-shop is hosted on servers managed by Datilo / PETER HOLDING s.r.o. The platform has been migrated to new infrastructure multiple times without service interruption. Databases, domains and mailing are all under our full management.

## Key Architectural Decision

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*Praktis.sk is not a project with a clear start and end. It is a living system that grows alongside the business. Rather than a risky full platform replacement, we chose to gradually build an integration layer around the existing core — every step planned, documented and reversible.*

— Datilo — system architecture

## Technologies and Integrations

Tatrabanka API	MRP Accounting	Pohoda Accounting	GLS	DPD	Packeta
BigArena	SDS / SPS	123Kurier	GTM	GA4	Heureka.sk
Google Shopping	REST API	Private hosting	Automated tasks	QR invoices	PDF reporting

## Results and System Status

<b>6+</b> years of active partnership	<b>7</b> shipping carriers integrated	<b>2</b> accounting systems in real time
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### Qualitative Benefits

- Fully automated order processing from payment receipt to dispatch.
- A catalogue of thousands of products managed automatically without manual intervention.
- Accounting data with no manual re-entry.
- Stable operation on private infrastructure with guaranteed uptime.
- Measurable campaign performance through full analytics integration.
- The e-shop has been migrated to new infrastructure multiple times without downtime.

## Cooperation Model and Investment

<b>COOPERATION MODEL</b> <b>Ongoing retainer</b> <i>monthly billing since 2019</i>	<b>WHAT THE MONTHLY RETAINER INCLUDES</b> <ul style="list-style-type: none"><li>• Backend and frontend development and evolution</li><li>• Database, domain and mailing management</li><li>• Hosting on private infrastructure</li></ul>
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- Monitoring and incident resolution
- Active development of integrations and features
- Ongoing optimisation and technical SEO management

**Datilo · AP Development · PETER HOLDING s.r.o.**

*We design architecture. We build systems. We automate operations.*

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