Enterprise Scale & Architecture

Architectural ownership for enterprise eCommerce scale

EXECUTIVE BRIEF
Commercial offer brief

RATE

$50/hour

Was $65/hour
Promo valid: Feb 01, 2026 - Apr 30, 2026

CAPACITY

100+ hours

TIMELINE

6-10 weeks

Business Problem and Executive Summary

For high-volume brands hitting architectural ceilings. We provide a managed delivery model and scalable tech stack for peak loads.

Success KPI Focus (Phase 1)

- Checkout completion and conversion recovery on critical cart flows
- Core Web Vitals uplift on PDP/PLP/cart templates
- Lower hotfix frequency and fewer production incidents after releases

Problems We Solve

- Complex integrations (ERP/OMS) are fragile and slow down the site.
- Platform instability during seasonal spikes (Black Friday).
- Need for a unified architectural vision across multiple teams.

Expected Business Outcomes

- Scalability: Zero downtime during high-load events.
- Reduced Tech Debt: A clean, maintainable codebase for years.
- Delivery Predictability: Managed release cycles without regressions.

Prepared by Yevhen Samkov - Senior Frontend Architect

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Execution Scope

- Architecture governance model, decision log, and target-state roadmap
- Critical flow optimization (catalog, search, cart, checkout, account)
- Integration strategy for ERP/CRM/PIM/payments/shipping/OMS
- Trading bot and iGaming automation design (where legally permitted and compliant)
- Senior design reviews, mentoring, and release-readiness controls

Scope Boundaries (Included / Not Included)

- Included: Architecture governance model, decision log, and target-state roadmap
- Included: Critical flow optimization (catalog, search, cart, checkout, account)
- Included: Integration strategy for ERP/CRM/PIM/payments/shipping/OMS
- Not included: Full platform replatforming and complete backend rewrite
- Not included: Paid media buying, ad campaign operations, and legal compliance audits

Leadership Deliverables

- Executive architecture brief with risk register and mitigation plan
- Prioritized transformation plan with cost/impact matrix
- Reference architecture for payments, shipping, configurators, and bot modules
- Engineering playbook: component, performance, and QA standards
- Weekly leadership updates with progress, blockers, and decisions

Kickoff and Next Step

Kickoff can start from 100+ hours with phased delivery. Standard timeline: 6-10 weeks. Investment model: From 100 hours with milestone checkpoints.

Why Act Now

Best fit when business growth requires architecture ownership now, not later.

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