



ARCHITECTURE BRIEF

One platform, every layer, run end to end

How Shopnix Enterprise is put together: the platform layers, deployment models, scale, integration and operations.

1. Overview

Shopnix Enterprise is a complete, managed commerce platform: storefronts, mobile apps, POS, B2B and marketplaces on one commerce core, with search, data, integration and operations designed together. It is API-first and composable: use the whole platform, or connect its commerce core to the systems and front ends you already run.

Shopnix Enterprise · reference architecture

Shopnix cloud · dedicated cloud · on-premise

CHANNELS

Web store Mobile apps POS counter Marketplaces B2B portal Your own apps

EDGE

Global CDN HTTPS everywhere Firewall and rate limits Bot protection

EXPERIENCE

Full-page cache Section cache Image optimisation Lazy loading

COMMERCE CORE

Catalogue and variants Pricing and promotions Cart and checkout Orders and returns Tax and invoicing Customers

SEARCH

Dedicated search cluster Faceted filters Relevance ranking Typo tolerance 1M+ products

DATA

Isolated per store Encrypted in transit Daily and weekly backups 3 copies, restore drills

INTEGRATION

REST API Webhooks ERP and accounting WMS and couriers Payments SSO

OPERATIONS

24x7 monitoring Alerting SLA reporting Release pipeline Audit logs

2. The layers

Layer	What it does
Channels	Web store, Android and iOS apps, POS counter, marketplaces, B2B portal and your own apps.
Edge	Amazon CloudFront CDN, HTTPS everywhere, firewall and rate limits, bot protection.
Experience	Full-page and section caching, image optimisation (WebP), load-as-you-scroll.
Commerce core	Catalogue and variants, pricing and promotions, cart and checkout, orders and returns, GST and invoicing, customers.
Search	A dedicated search cluster with faceted filters and relevance ranking, proven past a million products.
Data	Isolated per store, encrypted in transit, daily and weekly backups in three copies.
Integration	REST API, webhooks, ERP and accounting, warehouse and couriers, payments, SSO.
Operations	Round-the-clock monitoring, alerting, SLA reporting, release pipeline.

3. Scale and performance

- **Catalogues past a million products** on a single store; more than 10 million products and a million users run for SapnaOnline.com.
- **Peak-ready**: sale pages pre-cached, images from the CDN, and our team on standby for launches and sale days.
- **Bulk operations** for catalogue, prices and stock in the lakhs.
- **Scheduled jobs** keep sitemaps, Google Merchant Center feeds, abandoned-cart reminders and ERP stock in sync automatically.

4. Deployment models

Shopnix cloud
Fully managed, multi-store

- ✔ CloudFront CDN
- ✔ Auto updates
- ✔ Fastest to launch

Dedicated cloud
Your own servers, run by us

- ✔ Isolated resources
- ✔ Your region
- ✔ Custom scaling

On-premise
In your data centre

- ✔ Your infrastructure
- ✔ Your security rules
- ✔ Maintained by Shopnix

Model	Best for
Shopnix cloud	Fastest start, fully managed by Shopnix.
Dedicated cloud	Your own servers in the cloud, for isolation and capacity planning.
On-premise	Your data centre, for data residency and internal policy. Still maintained by Shopnix.

5. Integration

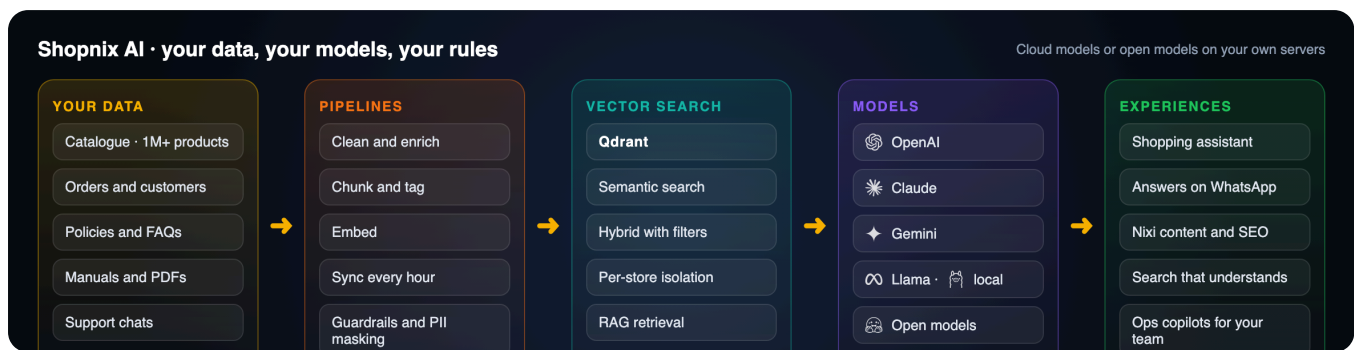
Systems

- ERP and accounting: SAP, Tally, Odoo, Zoho Books
- POS and warehouse: Gofrugal, Unicommerce, EasyEcom
- REST API with per-user keys, and webhooks

Services

- Payments: Razorpay, PhonePe, Cashfree, PayU, Stripe, PayPal, 2Checkout and more
- Shipping: Shiprocket and leading couriers
- Messaging: WhatsApp, SMS and email
- Analytics: Google Analytics, Meta Pixel, Mixpanel, Hotjar

6. AI on your data



- **Pipelines** clean, enrich, chunk and embed your catalogue, orders, policies and documents, kept in sync every hour, with personal details masked.
- **Vector search on Qdrant**, isolated per store, for semantic and hybrid search and retrieval-augmented generation (RAG).
- **Your choice of model**: OpenAI, Claude, Gemini, or open models such as Llama running on your own servers for full privacy. Switch as models improve.
- **Experiences**: a shopping assistant on your store and WhatsApp, search that understands meaning, Nixi content and SEO, and copilots for your team.
- **Governance**: your team sets what AI can answer, say and do, and every answer can be traced to its source.

7. Many businesses, one platform

Brands, regions, a wholesale arm, franchise outlets and marketplaces each run as their own store, with their own catalogue, currency, tax setup and invoices, on one platform and with one team.

8. Environments and releases

Every enterprise customer gets a staging copy of the store. Changes move through a tracked pipeline: requirement, design and review, development with frontend and backend code review, testing on staging, and release with your sign-off.

9. Customisation and white-label

- Storefront, admin and apps fully white-labelled under your brand.
- Your own HTML, CSS and JavaScript anywhere in the store.
- Custom features built into the core by the Shopnix team, at a fixed price for a clear scope or on time and materials.

10. Operations

Servers, security, upgrades, backups and monitoring are run by Shopnix. Critical issues are picked up within 15 minutes, any time, under a 99.9% uptime SLA. See the Security Overview and Service Level Agreement for details.

Shopnix Enterprise · shopnix.io/enterprise · Talk to our enterprise team at shopnix.io/enterprise

15 years of building and running large-scale ecommerce in India. The Indian alternative to Shopify Plus. This document summarises our standard practices; your agreement sets out the final terms for your business.