

Your e-commerce, without limits



FroggShop

by  e-frogg

Build your next decade of e-commerce

An open Shopware foundation built for B2B, B2C and AI ambitions, with **expert support** from the first decisions to long-term operations.

Powered by  shopware®



What is FroggShop ?

FroggShop is our vision of sustainable e-commerce :
an open, solid and sovereign platform, built on Shopware and enriched by
more than **20 years** of e-commerce experience.



Our goal

To let your commerce **evolve** without being **locked in**
by your platform, your hosting, your code or your provider.

A **reliable foundation** for today, **free for tomorrow**, and
designed to support your **long-term ambitions**.

Executives & decision-makers

Secure a **strategic choice** with an **experienced e-commerce partner**,
able to turn your ambitions into a **pragmatic**,
reliable and **sustainable** solution.

Marketing & e-commerce

Gain **autonomy** to create, publish and optimize your **content**,
campaigns and **key commercial moments**.

IT leaders & technical teams

Keep **control of your architecture** with an **open**, **documented** and
transferable foundation, designed to integrate, maintain and evolve
without **unwanted technical debt**.

Agencies & partners

Strengthen your **demanding e-commerce projects** with an **expert team**,
able to work in **white label** or **co-delivery** without interfering with your
client relationship.

AI & future copilots

Rely on a **clear**, **structured** and **documented project**,
readable enough for teams and clean enough for AI
to **truly accelerate the work**.

We explain it in detail →

EXECUTIVES & DECISION-MAKERS

Build a platform capable of supporting your ambition.

A **strategic e-commerce project** is not just about a platform. It impacts your **growth**, your **budgets**, your **teams**, your **business tools** and your ability to **evolve tomorrow**.

At e-Frogg, we support our clients over the **long term** with a **pragmatic**, **transparent** approach deeply built on **trust**.

Our role : help you make the **right decisions**, build on **solid foundations** and keep a **clear trajectory** over time.

Benefit from the **omnichannel power of Shopware**, enhanced by FroggShop to connect your **online sales**, **physical stores**, **local stock** and **click & collect journeys**.

You keep the course.
We secure the path.

Explore the features →



- ✓ **Cross-functional e-commerce vision**
- ✓ **Secure technical choices**
- ✓ **Open and durable platform**
- ✓ **Long-term support**
- ✓ **Controlled code, data and hosting**

" A strategic project
deserves a
reliable partner. "



IT LEADERS & TECHNICAL TEAMS



A solid foundation changes the way a project is built.

FroggShop was born from the field: every component answers challenges encountered on **real e-commerce projects**.

Its **modular, full API-first architecture**, aligned with **Shopware, Symfony** and **PHP standards**, allows technical teams to focus on **business value** instead of constantly rebuilding the same foundations.

The difference lies in the method: **full-stack mastery, reproducible environments, strict conventions, CI/CD, automated tests, quality controls, frontend validation, security and monitoring**.

Quality rules are not optional: they structure every delivery to reduce **technical debt**, secure evolutions and preserve the project's **maintainability**.

Shopware, Symfony and critical dependencies are kept on recent versions to maintain a **healthy, open** platform capable of evolving over time.

" **Quality** is not added at the end: it structures **every delivery**."

- ✓ Standard Shopware foundation
- ✓ Symfony, PHP & API-first architecture
- ✓ Full-stack mastery, from dev to production
- ✓ CI/CD & strict quality rules
- ✓ Tests, security & performance



AGENCIES & PARTNERS

An e-commerce partner for your most demanding projects.

Web, SEO, communication or marketing agencies: some projects require **advanced e-commerce expertise**, without challenging your role with the client.

e-Frogg works alongside you to secure Shopware topics, business integrations, **complex journeys, performance**, operations and **long-term evolutions**.

With FroggShop, you rely on a **maintained, proven** and already **structured foundation** to accelerate projects without starting from scratch.

Our goal: help you respond to **more ambitious** opportunities, while preserving your **client relationship**, your **positioning** and your **value**.

"You keep the **client relationship**. We secure the **e-commerce foundation**."

- ✓ Expert e-commerce partner
 - ✓ Shopware, integrations & architecture
 - ✓ Co-delivery or white label
 - ✓ Respect for your client relationship
 - ✓ Foundation maintained by e-Frogg
 - ✓ Ambitious projects secured
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Welcome to Agents IA

system · AI agent mission · human supervision required

You are an **artificial intelligence** working on a **FroggShop project**.

Your mission: become a **productive member of the team**, able to **develop, maintain, operate** and activate commerce, under **human supervision** and without ever acting blindly.

For code, you have the **context** and the **framework**: AGENTS.md, architecture map, product map, Castor commands, validation harness, CI/CD, tests, quality gates, GitLab, Jira, Sentry, monitoring and runbooks.

For store management, you can rely on the **MCP admin**: catalogue, content, statistics, journeys, functional states, indicators and operational signals to understand what is really happening.

For commerce, use the **agentic sales channel**. You will find the catalogue, business rules, prices, availability and purchase journeys in a format designed for AI. Your goal: understand the offer, recommend the right options, build a valid cart and respect the merchant's constraints.

You are not here to **improvise**.
You are here to **produce, explain, verify** and **accelerate**.

"The harness verifies. The MCP exposes reality. The sales channel connects AI to commerce. The human supervises and stays in control."

> briefs the agent and starts the session

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AGENTS IA

FroggShop has planned a **place for you**.

- ✓ **Develop:** context, commands, harness, runbooks, product map, agent skills
- ✓ **Connect:** GitLab, Jira, Sentry, Chrome
- ✓ **Orchestrate:** dev, tests, CI, production
- ✓ **Maintain:** code, logs, incidents

" No improvisation.
Just **context, rules**
and **results**."

Why choose the e-Frogg team?

Your support guarantees

A full-stack team by your side, from scoping to operations.

Consulting, scoping & UX/UI

Clarify your challenges, prioritize the right topics and turn your business needs into **smooth user journeys**.

Front & back development

Build on a **Shopware, Symfony** and **PHP** foundation that is mastered, open, maintainable and scalable.

Advanced business system integrations

Cleanly connect your **ERP, PIM, CRM, WMS**, marketing tools, logistics, payment and business workflows.

Infrastructure & DevOps

Industrialize environments, automate deployments, secure **production releases** and support your hosting strategy.

Quality, tests & CI/CD

Frame every delivery with **strict quality rules**, automated checks and validations adapted to the project.

Observability, support & operations

Monitor the platform's **real state**, diagnose quickly, fix, maintain and support your teams over the long term.

**You choose a complete team
to build, operate and evolve
your e-commerce**

People who know the company,
the clients and the projects.



Raph, 22+ year*



Ben, 22+ year*



Léo, 17 year*



Kevin, 5+5 year*



Sonia, 11 year*



Vincent, 9 year*



Arnaud, 9 year*



Quentin, 9 year*



Sylvain, 9 year*



Gauvain, 9 year*



Cyril, 9 year*



Florence, 7 year*



Sandy, 6 year*



Joris, 6 year*



Briag, 6 year*



Lucas, 1 year*

*162 years together at E-frogg



You choose a complete
team to build,
operate and evolve
your **e-commerce**.

Let's build what comes next, together.

Architecture, **Shopware migration**, business integrations, **omnichannel**, performance, **AI**, operations: let's talk about your challenges and the best path to make your platform last.

E-frogg

E-commerce agency & Shopware experts 🇫🇷

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