PRESTA ROCK

CERTIFIED PRESTASHOP & SYLIUS AGENCY

Rock-Solid E-commerce Solutions

We ship conversion-optimized e-commerce solutions with PrestaShop and Sylius at scale, under aggressive deadlines.

- PrestaShop Certified
- Sylius Certified
- 15+ years
- EU & US clients



WHO AM I?

I'm not here as a salesman.

I'm an e-commerce consultant, software engineer and founder of PrestaRock — I help companies understand what their business really needs, avoid unnecessary risks and improve how their shop sells.

- **From programmer to agency owner**
  I grew from writing code into running the agency itself.
- **I understand the full chain**
  Code, structure and technical risk — through to project management, communication and delivery.
- **I connect business needs with technical decisions**
  I turn business goals into practical e-commerce decisions that make sense long-term.
- **I optimize business processes**
  I help improve not only the shop itself, but also the business processes around it.



Ričardas Šmaižys

Founder & CEO · E-commerce Consultant

Software engineer · KTU MSc · 15+ years in PrestaShop

WHY CLIENTS TRUST PRESTAROCK

Proven in real projects — not theory

Our biggest advantage is long-term, hands-on experience — solutions already proven in real PrestaShop projects, not guesswork.

01

Early PrestaShop pioneers

We started with PrestaShop long before most agencies entered the market. That means you don't pay us to learn on your project.

02

No experiments on your project

You get tested solutions already proven in real PrestaShop builds — predictable results instead of guesswork.

03

Tested across many niches

Pharmacy, beauty, fashion, furniture, automotive, electronics, food & beverage, plus complex B2C and B2B distribution.

04

We advise, not only build.

We help you make better e-commerce decisions using real project experience, conversion research and deep PrestaShop knowledge.

WHAT THIS MEANS FOR YOU

You're not paying us to experiment.

You get years of PrestaShop experience, tested solutions and proven e-commerce logic already built into the foundation of your shop.

01

Future changes stay manageable

Improvements remain reasonable, predictable and sustainable — instead of getting more expensive over time.

02

Start with logic already proven in real shops

We don't rebuild standard e-commerce basics from zero — we start from solutions already tested in real projects.

03

Budget goes to business value

Custom work focuses on your business-specific needs — not experimenting with basic logic.

04

Built to grow

Prepared for future features, integrations, support and long-term development.

RESEARCH-LED DECISIONS

We don't build e-commerce blindly

Different niches fail in different places. Our decisions come from repeated project patterns, Baymard research, and deep PrestaShop experience.

01

Furniture, home & catalogue-heavy retail

We understand complex product structures, filters, dimensions, delivery constraints and the buying journeys that matter in furniture and home e-commerce.

02

Automotive, tyres & service-linked commerce

We know how tyre and automotive shops differ: fitment logic, seasonality, stock by branch, service booking and the operational complexity behind the sale.

03

Pharmacy, beauty & trust-sensitive commerce

We understand categories where trust, repeat buying, compliance-sensitive UX and careful product presentation directly affect conversion.

04

B2B, imports & operational complexity

We work with businesses where pricing logic, customer groups, supplier feeds, ERP/PIM integrations and admin efficiency matter as much as the storefront itself.

Built on repeated project patterns, Baymard research, UX judgement, and years of real PrestaShop delivery.

PROOF — SOLVED PROBLEMS

Problems we've already solved

Before we talk about solutions, these are the real business problems we have already helped companies solve.

Start selling online — properly

The right e-commerce foundation when you have products and ambition, but no reliable system yet.

Enter the market faster

Speed, structure and dependable execution when time-to-market is critical to the business.

Modernize outdated shops

Rebuild design, user journey and checkout when they no longer match customer expectations.

Lift sales by removing bottlenecks

Fix UX, speed, trust and product presentation when traffic exists but conversion lags behind.

Automate manual team work

Cut repetitive work on products, stock, prices, suppliers and orders that slows the business down.

Build systems that scale

Launch with support, stability and room for long-term growth — not just a website.

WE LAUNCH BRANDS CORRECTLY

We help businesses launch and enter the market correctly.

When a new brand enters the market, early e-commerce decisions shape speed, risk and long-term results.

MV Group

Lithuania · Premium coffee · FMCG
Group company

OUTCOME

Entered the market with the right e-commerce structure from day one.

A new premium coffee brand for an MV Group company — introduced to the market with the right e-commerce foundation from the start.

OUR VALUE

What we solved before launch

- Reduced launch risk before expensive mistakes were made
- Defined the right e-commerce structure, not just the code
- Made key decisions early, before development locked them in

WE FIX & OPTIMIZE

We improve and optimize existing e-commerce.

We don't only build new projects. We also step into weak, unstable or underperforming systems and turn them into something worth improving further.

Lonas

Furniture / textiles

OUTCOME

Major weaknesses solved

We helped solve major structural and commercial weaknesses in the project — improving performance, buying flow and the overall e-commerce experience.

DUBINGIAI
Interjero sprendimai

Project takeover

OUTCOME

50+ hours of errors found & fixed

We took over the project from previous executors, found more than 50 hours of errors, and had to stabilize and correct the system before further development could make business sense.

WE AUTOMATE OPERATIONS

We automate operations, not only storefronts.

We help clients reduce manual work and turn e-commerce into a more efficient operational system.

MELGA

Tyres · services · B2C & B2B

OUTCOME

From shop to operational platform

Customers can not only buy tyres, but also book services, inspections and repairs — turning the platform into a real self-service and operational tool.

KRINONA NAMŲ TECHNIKA

Retail e-commerce

OUTCOME

Returns & post-purchase, streamlined

We streamlined returns and the post-purchase process into a clearer, more structured flow — reducing manual handling for the team and making the experience easier to manage.

E-COMMERCE AS A SYSTEM

More than a sales channel — a system that saves internal time, reduces friction and supports daily business operations.

OUR MISSION

Start the right way — and waste less.

We help clients launch and improve e-commerce through systematic, well-grounded changes — with less wasted time, money and effort, and a stronger long-term foundation.

- **Start the right way**
  Avoid early mistakes that get expensive later.
- **Waste less time, money & effort**
  Re-use what's already solved instead of rebuilding from zero.
- **A stronger long-term foundation**
  Built to grow, support and evolve over years.

2×

UP TO FASTER

Our framework approach can move projects significantly faster than starting from zero — while keeping quality, structure and future growth intact.

WHAT WE BUILD

Custom and framework-based e-commerce.

We create solutions grouped into clear capability clusters — not an endless feature list.

Storefronts

- Custom online shops
- Framework-based PrestaShop
- Theme-based where it fits

Functionality

- Custom modules & features
- B2B logic & self-service flows
- Automation & operational tools

Integrations

- Supplier, ERP, PIM & accounting
- API & data connections
- Catalogue & warehouse flows

PRIVATE MODULE MARKETPLACE

Proven PrestaShop & Sylius modules we maintain privately and adapt to very different project needs worldwide.

INTEGRATIONS — IMPORT / EXPORT

Advanced, smart import & export module.

A custom, business-ready module that automates data flow between your store and external systems — saving time and cutting human error.

01

Any data source

REST (JSON), SOAP (XML) and CSV/XLS — manual or automated, even several feeds at once.

02

Product & stock sync

Price sync, category mapping, custom markup rules and automatic cleanup of stale products.

03

Orders & ERP export

Order statuses, stock and carrier tracking pushed to ERP and fulfilment partners in real time.

04

Built to last

Survives platform updates, failover protection, full logging and manual triggers from the back office.

RUNS ON YOUR SCHEDULE

Nightly, daily or both — or on demand — without touching your theme or modules. Works with PrestaShop & Sylius.

HOW WE START

How we deliver projects.

We've built a controlled, predictable way of working — including a unique, step-by-step process for accepting each project, so clients know exactly how the work begins.

01

Understand the business need

What the business actually needs to achieve.

→

02

Clarify scope, expectations & risks

Aligned on what's in, what's out, and where risk lives.

→

03

Structure the work into stages

A clear, staged plan instead of a vague backlog.

→

04

Define tasks, priorities & delivery

Tasks, priorities and delivery logic defined upfront.

→

05

Development moves forward

Organised, controlled, predictable execution.

SAFE BY DESIGN

Work is first delivered to a staging environment where you can review everything safely — only then is it moved to LIVE.

SUPPORT & PEACE OF MIND

What happens after launch.

These are available through our 24/7 maintenance contract (SLA) — for clients who want to focus on sales and business growth while we keep the system running.

1h

Critical response within 1 hour

Urgent issues get a fast, committed response — not a ticket queue.

∞

Unlimited consultations

Ask us anything about using and improving the system.

Free PrestaShop updates

Stay current and secure without surprise costs.

Bug fixing & stability

Issues found and fixed, keeping the shop reliable.

Guidance & audits

Practical recommendations and regular health checks.

Long-term technical support

A partner for the life of your e-commerce — not just launch.

FULL AGENCY CAPABILITY

A full e-commerce agency, not just developers.

Our core team has been stable for years — so you don't build a delivery structure around us. You plug into one that already works.

Analysis

Requirements, specs and structure before anything is built.

Project management

Coordination, delivery discipline and clear communication.

QA & testing

Fewer errors reach you — quality is checked, not assumed.

Development

A strong, stable core of developers, steady for years.

Support

Long-term help that keeps the system healthy after launch.

Leadership

Technical direction, structure and accountability.

WHY IT MATTERS

Fewer errors, better coordination, clearer communication and reliable long-term development capacity.

CHOOSING A PARTNER

How to choose the right e-commerce partner.

A good partner isn't the one who says “yes” to everything — it's the one who helps you avoid the wrong decisions before they become expensive.

- **Understands business problems**
  Not only features and screens.
- **Explains risks & consequences**
  Long-term effects, made clear early.
- **Builds with maintainability**
  So future changes stay affordable.
- **Connects tech with business**
  Technical work tied to real processes.
- **Supports after launch**
  Stays with you once the shop is live.
- **Helps the project grow**
  Beyond version one, over time.

The cheapest solution is often not the cheapest long-term solution.

TRUSTED BY

Trusted by leading brands and growing businesses.



PRESTASHOP OR SYLIUS?

We work with both.

The point isn't the platform label — it's choosing the right tool for the maturity and complexity of your business.

PrestaShop

FASTER TIME-TO-MARKET

- Strong standard e-commerce foundations
- Faster launch, lower implementation cost
- Huge module & theme ecosystem
- Ideal for most B2C and B2B shops

Sylius

MAXIMUM FLEXIBILITY

- Custom architecture & deeper complexity
- Stronger framework freedom
- Long-term platform flexibility
- For businesses beyond standard shop logic

PRESTA ROCK

What is your e-commerce problem?

Not just what feature you want. Not only what platform you heard about. But what problem your e-commerce system must solve for your business — that's where the right solution starts.

Let's talk →

prestarock.com

ABOUT PRESTAROCK

Fifteen years of PrestaShop focus.

For more than 15 years we've focused on PrestaShop and e-commerce development, delivering projects across European and US markets — from simple theme-based shops to custom systems with tens of thousands of products.

15+
Years focused on PrestaShop

EU + US
Markets served

10+
Industries delivered

In complex projects we build the full infrastructure — catalogue, integrations, warehouse logic, administration and support workflows.

ABOUT THE CEO

Ričardas Šmaižys.



Ričardas Šmaižys

Founder & CEO · MSc, KTU

Ričardas — founder and owner of PrestaRock — holds a Master's degree in Computer Science from Kaunas University of Technology.

In 2008 I started my career as a freelance programmer, after taking up blogging a year earlier. In 2012–2014 I worked with the first Platinum-Certified US-based PrestaShop agency, which sharpened my PrestaShop and e-commerce knowledge.

Later I advanced by working on the largest Lithuanian projects and e-commerce stores built on PrestaShop. With a decade of hands-on experience on the platform, I have a clear understanding of high code quality and a firm belief that the best e-commerce results come from metrics-based decisions.

I'm not only the CEO of an agency that builds and maintains one-of-a-kind e-stores — I'm also a hands-on project manager, responsible for assessing client needs, clarifying the specification, setting milestones and delivering the final product.

I combine logical thinking, coding skills and my Computer Science background to set up and optimize processes that make workflow smoother. That skillset is complemented by years of creative writing and blogging, which helps me apply outside-the-box solutions to complex problems.

WHO WE ARE

About the company.

We're key domain experts in PrestaShop programming and e-commerce development — for more than 15 years, across European and US markets. There's barely a sales industry we haven't worked with; recent work spans pharmaceuticals, car equipment, electronics, food & beverage, apparel, agriculture and eco-friendly products.

Our experience lets us improve clients' business processes by efficiently adding an e-commerce model. In one recent project we built a whole infrastructure around the client's e-shop — from warehouse to service-desk rules.

Every client gets exceptional attention — whether the enquiry is a simple theme installation or a custom e-shop with 50,000 products. We're never satisfied with “good enough”; we always go the extra mile.



OUR ATTITUDE

High standards and attention to every detail deliver the result that matters — sales. Our clients embrace what we call a rock-solid e-commerce solution. Some even call us “prestarockers.”

WHAT CLIENTS SAY

Recommendations from clients.

“

I was first introduced to Ricardas back in 2012 when I was looking for a strong and reliable PrestaShop developer for my client. He is incredibly knowledgeable with PrestaShop and backend development in general. He fixed and created multiple custom modules for the cart that my previous developer could not handle, and he is now my go-to partner for anything e-commerce related. Ricardas is detailed with his work, does not just take directions but also helps brainstorm ideas and concepts, and delivers projects on time. Although English is his second language, he communicates clearly and effectively — and I enjoy working with him!

Soh Tanaka
Sr. Staff Product Designer · Ex-Apple & Meta

in via LinkedIn

WHAT PARTNERS SAY

Recommendations from partners.

Ricardas is bright, consistent and very motivated. During his work he proved incredibly helpful and knowledgeable. He always had efficient ways to solve problems and even created several new business opportunity cases for our company. I recommend Ricardas and would be happy to work with him again.

Vytautas Jurkšaitis
Board Member & Director of Purchasing · ICG Farma

Ricardas and his PrestaRock team highly influenced our e-commerce project — started on time and on budget, even when scope was changing. I'd recommend Ricardas as a skilled professional in e-commerce, where you usually get more than you expect.

Marijus Stroncikas
CEO & Co-Founder · Experienced CIO

We've implemented two projects together with Ricardas and his team. What I liked most: clear written specifications and the job done on time. Ricardas helped with analysis, business-process implementation and e-shop development. Highly recommend!

Jurga Paužolienė
E-commerce Expert · CRO & Project Management

Ricardas and his PrestaRock team not only helped us develop e-commerce projects on time and on budget, but also advised on hosting, SEO and anything e-commerce related. I'd recommend Ricardas as a professional.

Mantas Kubilius
Co-founder & CEO · MSc Computer Science

SUPPORT & SLA

Support & SLA.

The service covers PrestaShop & Sylius. Our maintenance contract guarantees up to 1-hour reaction time to critical bugs, constant 24/7 monitoring, free updates, backups and unlimited consultations on using the system during our work hours.

1h

Critical response within 1 hour

Urgent issues handled fast, with a committed SLA.

∞

Consultations on system usage

Help understanding and getting more from the shop.

PrestaShop updates

Stay current, compatible and secure.

Bug fixing & stability

Issues resolved to keep the shop dependable.

Ongoing improvements

Continuous, incremental enhancement over time.

Audits & recommendations

Regular health checks and practical advice.

For many clients, this is the difference between launching a shop and confidently running it.