

# From vision to launch in five months: Avensia delivers solutions for Apotek Hjärtat's big technology investments

Avensia has successfully launched a brand-new e-commerce site, mobile app, and order management system for Swedish pharmacy chain Apotek Hjärtat, which has led to redefining the pharmacy experience for millions of customers.

The new solutions are built on Avensia's Excite platform, seamlessly integrated with Apotek Hjärtat's own APIs and systems. The mobile app, developed with a component-based architecture, reuses elements from the website to ensure consistency, efficiency, and scalability.

In just five months, Avensia and Apotek Hjärtat's teams delivered the completely new digital ecosystem. Throughout development, the site underwent rigorous testing by the Swedish Health Authority to ensure compliance and reliability. An accessibility audit was also carried out to guarantee that the digital experience meets high standards of inclusivity.

*"This project showcases what can be achieved when strong partnerships, modern architecture, and cross-functional teams come together with a clear goal."* - Robin Gustafsson, CEO, Avensia

With this launch, Apotek Hjärtat now has a future-proof platform that will enable the company to continuously evolve, adapt, and deliver excellent digital customer experiences in line with its mission of making health and well-being accessible to all.

*"After months of hard work, we are proud of this milestone, which helps us make the pharmacy experience easier and smoother regardless of whether the customer meets us physically or digitally."* - Daniel Norén, Head of E-Commerce, Apotek Hjärtat

This marks only the beginning of a long-term partnership between Avensia and Apotek Hjärtat. With new features and projects already on the horizon, the partnership is set to continue reshaping digital pharmacy in Sweden.

## Contacts

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## About Us

At Avensia, we are experts in modern commerce. Our talented team provides businesses with tailored strategies and the most relevant technology for e-commerce, omnichannel, customer experience, and information management. With 20+ years of experience and more than 300 modern commerce experts, we've got the power to help B2C and B2B companies across Europe, North America and APAC accelerate growth each day for long-term success. Learn more at [avensia.com](https://avensia.com). Avensia AB is listed on the Nasdaq First North Premier Growth Market under the name AVEN. Redeye AB is the company's Certified Advisor.

## Image Attachments

[Apoteket](#)