Synoptek

Case Study

E-commerce Services Transform Business Operations for a Sporting Goods Retailer

Customer Overview

Customer

A leading distributor and retailer of sporting goods

Profile

The retailer sells and distributes sporting goods, athletic equipment, footwear, and apparel.

Industry

Retail

Services

E-commerce Implementation and Support

Business Need

The sporting goods retailer, which started business in 1990, markets through its catalogs, its retail store in San Antonio as well as several Java-based e-commerce websites.
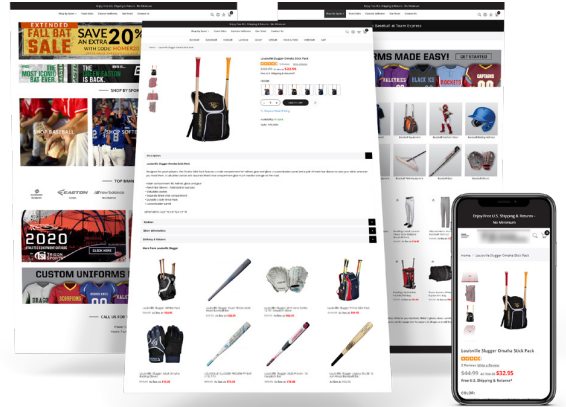
These websites were interlinked with each other – which made customer experience extremely clumsy. The overall architecture was also very complex due to the presence of multiple front-end websites trying to access the same set of products. They also lacked the features and capabilities of a modern e-shop. The retailer was, therefore, looking for an application management services provider who could provide a dedicated team of e-commerce specialists to develop, enhance, and continuously monitor its e-commerce websites.

The retailer approached Synoptek to improve the performance and speed of its e-commerce site as well as enable faster response time for an unmatched end-user experience.

Solution and Approach

To meet the retailer's e-commerce requirement, Synoptek deployed a team of specialists who provided a range of Java-based website support services. These included:

- Developing and maintaining the core e-commerce platform as well as 5+ other sites to support fast-changing business needs.

- Integrating orders with backend ERP as well as developing an integration framework for e-commerce sites to be integrated with different Marketplaces like Amazon, eBay, etc.

- Assessing the technical environment and developing an SLA-based model to ensure optimum application performance and ongoing change management.

- Monitoring the site using the latest monitoring tools and responding to alerts; whenever the website becomes unresponsive, ensuring that the issue gets solved in a timely manner.

- Taking actions such as page caching and cleaning up the database to boost the speed of the website.

- Performing browser compatibility testing to ensure a flawlessly running website.

Business Results

Synoptek provided advanced e-commerce implementation, support, and maintenance services, enabling the sporting goods retailer to enhance and modernize its existing store and keep up with the pace of the e-commerce industry. Benefits include:

- Low maintenance costs

- Improved performance optimization

- Flawless e-commerce operations

- Multi-level communication for faster turnaround

- Minimized site downtime

- Cross-browser compliance

About Synoptek

Synoptek delivers accelerated business results through advisory-led, transformative full-life-cycle systems integration and managed services. We partner with organizations worldwide to help them navigate the ever-changing business and technology landscape, build solid foundations for their business, and achieve their business goals.