# Synoptek

# E-commerce Implementation and Support Services Help a Sporting Goods Retailer Transform Business Operations

**Customer:** A leading distributor and retailer of sporting goods

**Industry:** Retail

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

**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.
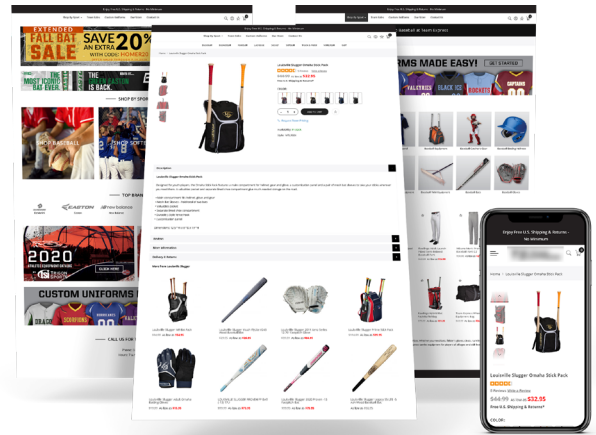
These websites were interlinked with each other – which made customer experience extremely clumsy. The overall architecture was also very complex due to the presence of multiple front-end websites trying to access the same set of products. They also lacked the features and capabilities of a modern e-shop. 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 on-going 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 is a global systems integrator and managed IT services provider, offering comprehensive IT management and consultancy services to organizations worldwide. The company works in partnership with clients of all sizes – from mid-market to Fortune 100, and for over two decades, its focus has been to provide maximum business value to its clients, by enabling them to grow their businesses, manage risk and compliance, and increase their competitive position. Synoptek is committed to delivering improved business results and unmatched service to every client, every time.

**Synoptek**

**19520 Jamboree Road #110 Irvine, CA 92612**

**888.796.6783**

**www.synoptek.com**

**salesinquiries@synoptek.com**