

Case Study | CMS



CMS for Leading Wholesale Stocking Distributor and Manufacturer in USA

About Client

A leading wholesale stocking distributor and manufacturer located in Omaha, NE with huge inventories having 90,000 sq.ft. of space having more than 1 million items in stock.

Technology Used

PHP, MySQL, EPICOR P21, HTML, CSS, jQuery, Ajax, Element Payment Services

Business Benefits

- PCI Compliant
- Advanced analytics report containing Conversion Rate, Average Order Value, Purchase/Checkout funnel performance, Sales performance, Coupon/promotion effectiveness, etc.
- Faster page load
- 13,000+ Unique Items
- Less customer support calls
- Improved user experience
- Integration with EPICOR P21 ERP for Order Fulfilment
- Integration with Element Payment Services Gateway

Business Challenges

- The existing online payment solution is not PCI Compliant
- Non availability of self-service feature that will help customers find information without calling the customer care
- Non availability of sales and purchase metrics for better planning
- Slower page load
- Existing product page has limitation in showcasing Product Attributes
- Website need to be more user friendly with advanced search and lazy loading
- Issues with User Experience (UI being responsive to devices)

Solution Provided

- Integration with Element PS to generate token for the given Credit Card and store in P21 to charge the Credit Card using token during of shipment
- Implementation of Google Analytics with respect to Ecommerce related metrics tracking
- Migrate existing processes using XBG API to new version
- Optimized images, minified client side code to improve performance
- Rework media queries to ensure design responsiveness in 5 resolutions

