

Scalable Ecommerce for leading baby boutique

Key Challenges

Looking for stability, performance and scalability.

Solution

Custom built Magento Enterprise Site including registry feature, flexible shipping options and gift card integration. Infrastructure fully managed on scalable cloud solution.

Business Benefits

4x traffic and 5x sales during the Holiday Season, without any performance issues or downtime.



www.eradium.com
contact@eradium.com



www.tenzing.com
ecommerce@tenzing.com

The Client

A nationwide baby boutique provides the ultimate in-store and online shopping experience. With 20 years' experience in the baby gear industry, they offer a fun and informative shopping experience for expecting and new parents.

The Challenge

While the chains retail outlets have seen consistent success, there have been issues with the ecommerce business. The site had trouble managing high load during peak seasons and experienced delays getting back online when problems did arise. In one instance it took their partners four days to get the site up and running after a database issue.

As interest in their ecommerce business grew, the retailer decided to improve their customer experience and invest in a new platform. They chose Magento Enterprise for its flexibility and scalability. The retailer was keen to find best in class partners to support its new ecommerce environment, vendors that would help them avoid past issues.

The Solution

After a thorough search, the retailer engaged with a digital commerce agency Eradium to build their site. As an ecommerce specialist with Magento expertise, Eradium was able to quickly jump into the project. They built a comprehensive registry feature, improved their shipping features and integrated gift cards into their payments process in a few short months.

"Having previous experience with Amazon Web Services, I was happy to see it as part of Tenzings solution. Beyond the scalability, we wanted an expert to monitor and support the environment. This combination of factors led to the decision, Tenzing emerged as the obvious choice."

said Igor Nesmyanovich, Eradium

With the improved site features in progress, and the holiday season quickly approaching, it was time to look for a hosting partner. Eradium worked on behalf of the client to source numerous hosting options. Wanting to build an environment that could handle variable traffic levels, they focused on vendors that could provide reliable performance and the ability to scale. With multiple options presented, Eradium championed the flexibility of the public cloud based solution that Tenzing offered. It provided the scalability and performance they were looking for, at an attractive price point. The client was pleased with the solution and Tenzing's ecommerce experience.

The Results

Traffic during the holiday season was 4 times the typical volume, without any performance degradation. The Tenzing team was able to scale their AWS environment to address the additional traffic, resulting in sales that were 500% over typical volume.

"We are thrilled with the performance of our new ecommerce site. It has driven positive results for our business and its success is due, in large part, to the exceptional partners we've worked with on the project. We look forward to continuing our partnership with Eradium and Tenzing."

said the Ecommerce Director, Nationwide Baby Boutique