Leading aftermarket product ecommerce site modernizes for increased revenue and lower operating costs

Platform rewrite enhances website performance to handle higher volume and increase sales

RESULTS

- Efficient platform showed a decrease in cart abandonment and increase in revenue.
- Reduced the cost of support and maintenance to become more profitable.
- Risk is mitigated and performance is enhanced by a stable unified code base.

TECHNICAL SNAPSHOT

- Migrated a Visual Basic .Net ASP application with no unit testing into a C# MVC application platform.
- Introduced Knockout JS which allowed a rich javaScript model binding framework and enabled javaScript unit testing by incorporating Jasmine into their development process.
- Created testable code and regression coverage to allow new features to be added which can respond to the demands of the business.

COMPANY

Our client formed in 2000 and has acquired the top brands in independent manufacturing of branded aftermarket products for the powersports industry. They are the leading online retailer in the powersports industry through its two retail websites.

PROBLEMS

Both retail sites consistently handle high volumes of site visitors. When operating the main retail sites, our client had two different diverse code bases and needed to solidify on a centered code base approach. One of the retail sites did not have any unit tests to distinguish bugs early. It was antiquated and outdated, which was causing processes to operate at a much slower rate. The newer site had been written in a more efficient and effective manner. The two sites needed the coding to be more inline to allow for fluidity and faster transactions.

SOLUTIONS

After leveraging the internal IT department, our client realized it did not have the proper expertise to accomplish. They turned to Clear Measure to provide the leadership, experience and technical expertise to provide a complete system rewrite and build the overall platform. The Clear Measure team also provided oversight of reporting and progress against milestones.

"Clear Measure has been an integral partner in the strategic development of our ecommerce site merger. They continue to add value to our platform with additional features that will give us the ability to extend our product line."

VP of Application Development

OUTCOMES

The Clear Measure team completed an entire platform rewrite of the outdated site within six months which includes a unified code base to the newer site. This consistent code base allows features to be shared across both sites seamlessly. The addition of testable code and regression coverage allows new features to be added easily. The updated system responds effectively to the changing demands of the business. A stable, unified code base mitigates risk and enhances performance. Support cost is reduced with a positive impact on profitability.