



Magento Support and Enhancement Services Help a Consumer Media Company Deliver a Seamless E-commerce Experience

CASE STUDY

Customer: Publisher of periodicals, books, and websites for the hobbyist and building trades

Industry: Media and Marketing

Profile: A well-known media company providing high-value, special interest information to enthusiasts through a series of successful magazines, books, and websites.

Services: Magento Support

Business Need

The media company manages various e-commerce websites that offer the best selection of books and magazines, related to wood working, homebuilding and home design, cooking, sewing, knitting, crafts, and gardening.

The media company was facing challenges in managing the support and maintenance of its websites, as these activities were carried out by its in-house IT team that lacked expertise in Magento. Some of the key challenges involved a high degree of complexity in navigation of websites and slow page response.

The media company was looking for an application management services provider who could provide a dedicated team of Magento specialists to monitor its e-commerce websites and also accelerate the websites' response time.

Solution and Approach

To help the media company effectively manage and enhance its website portfolio, Synoptek provided a flexible and qualified team of Magento-certified developers. This team absorbed the challenges, operational processes, and business goals of the media company. After performing a complete assessment of existing e-commerce websites, Synoptek's team provided end-to-end support and maintenance services to ensure flawless navigation and better site operation. Services included:

Proactive monitoring:

Utilizing uptime and server performance monitoring tools to monitor website updates and server resource usage.

Multi-level communication for faster turnaround:

Assessing the technical environment, developing an SLA-based model to ensure optimum application performance, and carrying out on-going change management.

Assurance of flawless Magento code structure:

Creating unique codes to help extend certain functionalities without interfering with core codes.

Site downtime support:

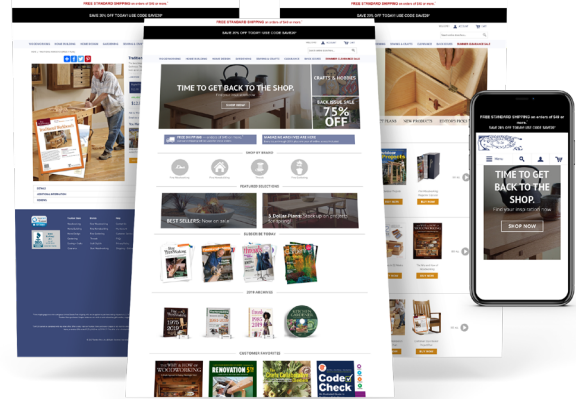
Monitoring the site using the latest software and responding to alerts; whenever the website becomes unresponsive, ensuring that the issue gets solved in a timely manner.

Performance optimization:

Taking actions such as page caching and cleaning up the database and boosting the speed of the website.

Cross-browser compliance:

Browser compatibility testing to ensure a flawlessly running website.



Business Results

Synoptek's robust support and maintenance services ensured the media company's e-commerce websites are always up and running. With our support,

- The company enjoys better website operation, flawless navigation, as well as better speed and performance for optimized end-user experience.
- The website runs at full throttle, and the total cost of maintenance of websites is low.
- IT resources are freed from the trouble of support and maintenance of websites and can focus more on strategic initiatives.
- The e-commerce website processes the page quickly, transfers the content instantly, and renders the page on different browsers in a flash.
- The company can identify performance problem areas in their e-commerce sites and address them with a customized site optimization system. This helps them meet various objectives, including getting the desired traffic, branding, cost savings, better customer service, and other online marketing objectives.

With Synoptek's prompt, cost-effective, and technologically advanced Magento support and maintenance services, the media company has been able to save more than 50% of costs compared to the services provided by other Magento service providers, while simultaneously improving its online presence.

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.

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