



Helped one of the specialty retailers to upgrade and stabilize their online platform...

Background

An American specialty retailer of fashion-oriented and moderately-priced women's apparel. Client uses an on-demand platform hosted by ATG and built on ATG 7.2

Objectives

- Upgrade the platform to align themselves with the product roadmap and enjoy continued support from the product team
- Ability to allow the customers to search for a product on the website either by free field text search or by a property of the product
- Improve site and BCC performance and availability

Solution Delivered

- ATG and web performance experts used a 4 step approach to handle holiday volumes
 - Established Benchmarks using client's projected business volumes, industry standards and our understanding of ATG order management process
 - Analyzed daily monitoring reports, monthly load test results, and diagnostics of database and server logs to identify critical bottlenecks. Used web optimization best practices (Yahoo Yslow / Google Page Speed) to identify performance issues
 - Implemented parallel asynchronous processing, and eliminated redundant database updates
 - Implemented web optimization techniques like JS/CSS minification, CSS Sprites, Lazy load of advertisement banners and static content compression
 - Provided ongoing Support in the run up to and throughout the holiday season
- Architects altered the ATG order capture process to enable test order placement
 - Changes to user profile, payment authorization process, delivery information and order states
 - Changes to third party integrations

Results

- Reduced order confirmation time by 20% and home page load time by 15%
- With 56K visitors per hour the site handled a peak volume of 14.5K orders (as against 12K orders) with an average basket size 63 items (as against 60 items)



Adapty is a leading digital commerce company with offices in USA, UAE, and India. As experts in digital commerce and customer experience platforms, our technology teams design and implement omnichannel solutions that drive customer engagement and enable business growth. We help retailers adapt to the rapidly changing business environment. Adapty specializes in B2C and B2B enterprise eCommerce solutions. We have deep expertise in Salesforce Commerce, Oracle Commerce, Sitecore, Magento, and Insite Commerce solutions.

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