



Performance Optimization of eCommerce platform
for an efficient online shopping experience

CUSTOMER

An online retailer which offers variety of health supplies, safety and fitness products. They have a dedicated ecommerce website from 1993.

Customer also provides complete sales and marketing, warehousing and fulfilment services. They have a multi-channel merchant with print product catalogues, retail showroom, and ware house / distribution services.

CHALLENGES

Customer's online website is based on Magento community edition and due to certain gaps in the design and implementation of Magento, the portal was plagued with many issues. Few of them were:

- Severe performance issues with very high response time resulting in loss of online customers
- Poor User interface (UI) resulting in the reduction on online traffic
- Ecommerce product was setup under single product group causing many issues
- Server configuration was not optimized leading to inefficient handling of online transaction data

SOLUTION

As a first step, Nous architects performed a technical audit of the customer's Magneto implementation with a focus on improving the performance issues of the ecommerce website.

The implementation of the audit recommendations were carried out in various phases with below tasks:

- o Setting up hardware configuration issues by tuning the server configuration and caching
- o Reengineering of the ecommerce website using Magento enterprise edition
- o Upgrading PHP from version 5.3 to version 5.5
- o Migration of product database to AWS cloud

BENEFITS

- Scalability of the site has been ensured with the new architecture and the superior technology
- The speed of the site has been considerably increased and that brings in more business to the client with more traffic assured.
- More product groups have been created to provide better access to the users on the products at reduced time.



NOUS
INFOSYSTEMS

LEVERAGING INTELLECT

CMMi Level 5 SVC+SSD v1.3

ISO 9001:2008

ISO/IEC 27001:2013



Domain - Retail – eCommerce

Technologies - – Nginx, PHP-FHP, MySQL, Redis, AWS, ERP, Magento

Deployment - Web

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