



MAGENTO BASED ECOMMERCE WEB APP FOR AUTOMOTIVE PARTS

CLIENT PROFILE

Our client has become one of biggest research and development facilities for vehicle tuning in Europe. The company deals with exclusive and innovative software and hardware products that improve the performance, drivability, and efficiency of a fine vehicle.

BUSINESS CHALLENGE

To maximize engine performance and give its customers good bang for the buck, chip tuning is a good idea. But, at the same time, the client desired providing something of value to potential customers all over the globe.

With the internet usage increasing day by day the client decided to scale up the process, creating a business website and optimizing it for better conversions, a permanent addition to the business' arsenal.

Now, the challenge was to deliver rich, flexible and scalable custom web application to meet the clients demands.

SURETEK SOLUTION

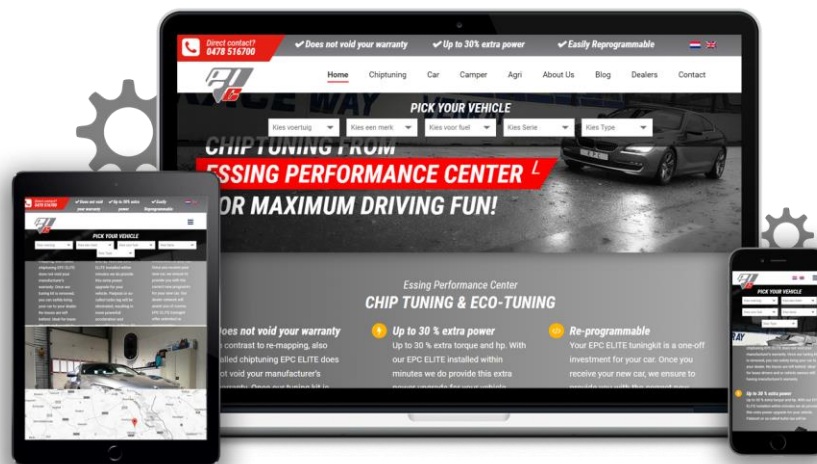
Suretek having gained expertise on various Magento customization developments, offers expert Magento web design and development services for our clients.

We developed a platform which connects the client's customers from all over the world & reach thousands more potential customers.

Suretek's contribution and work profile:

- The Magento based developed web app solution is mobile friendly and has clear calls to action. We provided the client and its team with full training on editing content and manage minor changes, so they could manage the website themselves.
- Provided the ability to upload, edit and manage thousands of products in one click through xls.
- Developed an intuitive and easy to use web interface to monitor and manage all the content related Chip Tuning and re-mapping.
- The solution also involved implementing in-depth SEO, ongoing marketing efforts, social media presence and online advertising.
- Secure High-Performance Hosting that includes best in class security including data integrity & data protection.

- Provided extraordinary flexibility and controls for online store and administrator with Magento as a base.
- Implemented Email marketing integration along with managing main email template design.
- Google analytics integration to the solution to help monitor the performance and traffic on the web app.
- The client's solution was delivered with an option for ecommerce which could be switched on and off between catalogue mode and ecommerce mode as some of their products require an in-shop consultation prior to purchase which also included integration of payment gateway for secure payments of services/products.
- Service offering catalog along with the car (s) model to select form is provided so that the client's customers can opt for consultation with regards to the selected model of the vehicle (passenger Car, camper-vans, trucks, Agriculture related vehicles and so on).
- Employed an ability to add blog summary and full blog post.



TECHNOLOGIES USED

Magento Open Source 2.2, jQuery 1.12.4, PHP 7, MySQL, Google Analytics.