CUSTOMER SUCCESS BRIEF:
What if your Ecommerce site was 200% faster?

Instantly increased site performance by over 200%, much to the relief of many executives.

PetEdge

Industry
Ecommerce Wholesaler

Solution Focus
Virtualization, Storage and Networking

Assessing the client environment

PetEdge is one of the largest online pet supply wholesalers. Their online store, which includes more than 14,000 SKU's, was experiencing a severe lag in performance after an SAP implementation. Even though the website was nursed through the holiday season with excessive IT care, the delays and constant issues directly impacted online revenues and margins. The major frustration for IT was that the issues were complicated and routed in both their hardware and software.

Clarifying the client issues

PetEdge had a good grasp of what success looked like in terms or their online store's speed and up-time. It was clear that both operations and IT understood that lag times were causing voluntary bounce rates to increase, and average time on page to decrease. This needed to be eliminated as both were indicators of lost revenue and unhappy customers.

Client value

Successfully diagnosing and remediating the complex issues impacting the online store would increase revenue, almost immediately. It would also dramatically improve PetEdge's likelihood of developing repeat visitors so that long-term market share would increase as well. Therefore, the lifetime value of effectively resolving the website issues was considerable.

Results

Daymark collaborated with the PetEdge IT team to architect and implement a long-term fix during the busiest time of the year. This was accomplished with no downtime to the site, and instantly increased site performance by over 200%, much to the relief of many executives who for days, had been fielding complaints from large wholesalers frustrated by the sub-optimal user experience.