



# PETEDGE CASE STUDY

## SUMMARY

Unacceptable performance of their E-Commerce website prompted PetEdge, one of the largest wholesale suppliers of pet products in the U.S., to call Daymark for assistance. Daymark technical consultants diagnosed the complexities causing severe website lag times and architected and implemented a long-term solution that instantly increased performance by over 200% with zero downtime to their E-Commerce site.

## CUSTOMER OVERVIEW

PetEdge is one of the largest online pet supply wholesalers in the U.S. Their online store, which includes more than 14,000 SKUs, was experiencing a severe lag in performance after an SAP implementation. The slow response times negatively impacted revenue and caused frustration among both executives and customers.

## ASSESSING THE ENVIRONMENT

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 complex - routed in both hardware and software. 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 addressed urgently as both were indicators of lost revenue and unhappy customers.

## CLIENT CHALLENGES

PetEdge had a clear goal of what they needed in terms of their online store's speed and uptime. Successfully diagnosing and remediating the complex issues impacting the online store would increase revenue,

## KEY BENEFITS

- Immediately increased website performance by 200%
- Significantly improved user experience
- Boosted customer loyalty and repeat visitors
- Slashed abandonment rates of online purchases
- Ensured E-Commerce site could easily handle holiday traffic spikes



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.

## THE RESULTS

Daymark collaborated with the PetEdge IT team to architect and implement a long-term fix during the holiday season - their 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.

## THE DAYMARK DIFFERENCE

We take the complexity out of your IT infrastructure. Daymark architects and implements data center infrastructure, data protection, virtualization, managed services and cloud services for businesses throughout New England. We provide deep technical knowledge, extensive experience and proven methodologies that help our clients make strategic decisions, streamline the acquisition process and successfully implement cost-effective data management infrastructure solutions.



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