



Parts Express Drastically Improves Site Performance and Stability with Znode's Integrations

About Parts Express

Parts Express, an Internet Retailer 500 company, has provided electronic parts and accessories to the audio/video industry since 1986 out of Springboro, Ohio. The company is proud to offer customers – from sound technicians to audio visual enthusiasts – the finest audio and video parts for quality home and professional installations, all at highly discounted prices. Its catalog now boasts over 20,000 products and is poised to grow.

Executive Summary

Parts Express faced a number of challenges with its old solution, a custom-written Adobe ColdFusion cart using MS-SQL as the database. With multiple stores suffering from poor performance and overall stability issues, the company chose Znode to improve its eCommerce solution. Through integrations with inRiver (for PIM) and Endeca (for search and navigation), and access to the full source code with Znode, the company's online performance is rapidly improving.

Challenge:

The company's previous ColdFusion cart performed poorly, offered little stability for web traffic, and was slow to address security concerns.

Solution:

Parts Express chose Multifront based on recommendations from Znode's solution partners. With Multifront, Parts Express has the full source code and numerous integrations. The results include:

- Reliable shopping experience
- Ability to handle high user volume
- Security improvements
- Efficiency at a lower cost



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Challenges

Poor Performance



The nature of the ColdFusion "compiling code on the fly" technology resulted in a substantial consumption of server resources in contrast to a compiled .NET web application. The company's previous platform also required more servers. However, it failed to handle the company's high level of user volume

Stability

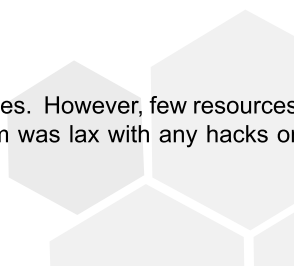


A key issue for Parts Express was handling the demands of its web traffic. Peak traffic times exceeded the capabilities of its previous platform. What resulted was a poor user experience and a lack of conversions. With multiple storefronts and a large product catalog, the company needed a solution with a robust framework.

Security



The ColdFusion technology recently suffered from security issues. However, few resources were utilized to combat the concerns. In general, the platform was lax with any hacks or bugs, raising concerns for Parts Express.



Solution



PA-DSS Certification

Znode built on a .NET framework is PA-DSS certified, ensuring security is stringent and up to date. The .NET framework itself also assures security and performance is addressed in each update with efficiency improvements. For Parts Express, the main concern was customer data, which is secure with Znode's PA-DSS certification.



Full Source Code

Multifront is designed to extend functionality with numerous out-of-the-box eCommerce integrations with its open API. Parts Express seamlessly integrated with Avalara, PayPal, Authorize.net, and UPS/USPS shipping APIs, among others. These features can easily handle the company's data for its 7,500 products and 218,000 SKUs. With out-of-the-box integrations, development time and money are saved. Orders, for example, are imported via the API and integrated directly to its internal CRM software.



Integrations

Multifront is robust out-of-box, but its integrations with business solutions solve unique problems. inRiver and Endeca proved to be the most valuable for Parts Express. The company needed a solution that could manage its product data and search functions to improve site stability.

The integration with inRiver provides a single point of product truth across all systems because the company's product data crosses multiple channels. This integration allows Parts Express to attach content like print photos and marketing materials to the products, manage complex specification groups, and setup alternate selling channel specifics (Amazon, eBay, Google, etc.). The flexible catalog is specifically designed to present product information to shoppers in a clear, concise, and easy-to-navigate manner to increase conversions.

Endeca provides Parts Express with a lightning fast method of delivering keyword search results and category navigation. The integration has been a key solution for faceted navigation and internal search. Users can search by SKUs and product numbers to filter through the company's thousands of products. Endeca provides a powerful navigation engine to organize this large set of data. The integration also gives Parts Express an easy way to setup and manage promotional landing pages via Endeca's page builder functionality.

Results



Reliability

The overall performance and shopping experience of the site has improved significantly by utilizing the right products—Znode, inRiver, Endeca—for its business needs. With Multifront, Parts Express can handle a much higher user volume using fewer front-end servers. Eight million unique visitors can visit the site each month. This volume of traffic enables the company to provide a better user experience at a lower cost.



Speed

Ease of navigating online stores has improved substantially due to quality of site performance. Page load speed has decreased from six seconds to sub-once second times on faceted navigation pages. Site uptime is also now consistently above 99.99%. Improving speed was a crucial component for the company's eCommerce simply because it has a large product catalog.

“We were ecstatic to see substantial performance increases and decreased downtime, all with a reduction in maintenance and hardware costs”

-Jason Allerding

About Znode®

Znode is one of the fastest growing eCommerce software companies on the planet. Its customers produce over \$40 billion in combined sales and it's currently implementing over 2,000 new eCommerce sites worldwide. Znode has a unique approach to eCommerce software. It believes that businesses of all sizes, from small operations to the largest enterprises, need more flexible eCommerce solutions.

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