



## Leveraging Adobe Commerce to Create Exceptional Shopping Experiences and Maximize ROI

### THE CUSTOMER

The customer is a leading engineering service and support company that provides end-to-end engineering solutions. They are an official provider of SOLIDWORKS, CAMWorks, 3D printers from HP and Markforged, and Artec 3D scanners in the United States and Canada. Being in business since 1996, they provide a wide variety of services including software solutions, 3D printing & scanning, engineering training, professional services, and technical support for any of the design, engineering, or additive manufacturing needs.

### THE CONTEXT

The customer's website had a non-responsive design and slow loading speed, leading to poor user engagement. The customer's site faced carding attacks because of using an old version of Adobe Commerce. These issues were hurting their credibility and costing them conversions and sales.

### THE OBJECTIVE

The customer wanted to improve its UI/UX to enhance its visual design and basic functionality and deliver a seamless user experience. The customer also wanted to improve the speed, performance, and responsiveness of their website to enhance user engagement and ultimately boost sales.

### HIGHLIGHTS



2X increase in user engagement and conversions



60% increase in search speed with the integration of OpenSearch Technology



85% decrease in Malware Attacks



50% rise in the number of orders received within six months post-upgrade

## THE SOLUTION



Our development team migrated their Adobe Commerce 2.3 to Adobe Commerce 2.4.4 to ensure their website remains updated and secure.



By implementing the WeltPixel theme, their website now has a responsive design and customizable layout settings



With PWA migration of the website, the customer was able to build a seamless and omnichannel user experience.



We customized their Venia theme to give their application a unique look and feel.



We added various other custom modules to extend the application's functionalities.



Then, we created a custom module for adding additional fields in the PWA (Create Account and Guest Checkout ) pages.



By implementing Salesforce's PowerSync, we enabled the customer to automatically synchronize Adobe Commerce customer records with Salesforce and capture business-critical customer data.

## THE OUTCOME

With the responsive design, the website now works across all platforms and devices, allowing the customer to generate more traffic from mobile users. They were also able to improve user engagement and optimize their customer experience significantly. The customer witnessed a 50% increase in the number of orders received, within six months of the upgrade. The upgrade further helped them mitigate security threats and protect customer data.

### REACH US AT

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