



Magento Case Study: High Tech Systems & Equipment

Upgraded Site Design

The Challenge

Soon after becoming one of the first Magento Partners, InteractOne launched the htsei.com website for High Tech Systems and Equipment. Fast forward a few years and our client had grown and needed to add some new horsepower to their online offerings.

InteractOne was tasked with upgrading Magento as well as the overall site design.

Our Solution

Like each Magento project undertaken by InteractOne, developing High Tech Systems and Equipment's new website began with an extensive Feature Exploration Process. This comprehensive effort ensures that priorities and requirements are fully outlined well in advance – avoiding any potentially costly surprises.

A well-planned approach is the key to any Magento project. The skilled team at InteractOne was able to easily upgrade the existing Magento store to the latest version of Magento, while providing an upgrade to a more contemporary site design. Most importantly, the InteractOne team was able to implement the much needed design and platform upgrades without any business interruptions to HTSEI.

The Results

Based on retail best practices, this long-time industrial supplier is experiencing improved conversion rates and a reduced shopping cart abandonment rate since the launch of their new Magento eCommerce site.

