



## Magento Case Study: Nutraceutical Corporation

### Magento Enterprise Multi-Site Build

In 1932, KAL® and Thompson® were established as two of the first nutritional supplement providers in the United States. After the nutritional supplement industry experienced explosive growth, the two providers joined to create Nutraceutical Corporation in 1993. Nutraceutical now encompasses more than 65 brands and 7,500 products serving families around the world in approximately 60 countries.

### The Challenge

With scores of sites running on one instance of Magento Enterprise, Nutraceutical needed a partner that could act as an internal resource: reviewing code, troubleshooting, updating and managing the deployment processes to ensure compatibility, quality and performance across all sites. In addition, Nutraceutical needed a Magento partner who could build multiple new sites while reviewing work submitted by other agencies and deploy that work to production.

### Our Solution

InteractOne successfully designed, coded and launched four new responsive websites for Nutraceutical:

- [aubreyorganics.com](http://aubreyorganics.com)
- [freshvites.com](http://freshvites.com)
- [granolas.com](http://granolas.com)
- [freshstores.com](http://freshstores.com)



These sites were integrated into Nutraceutical's family of sites all hosted on one instance of Magento. In addition to creating the new sites with custom designs we worked to develop several custom features such as recurring payments integration with Freshbooks accounting software and a catalog ERP integration.

In addition, InteractOne helps manage the production pipeline, performs code reviews and manages merges and deployment for all of the Nutraceutical Magento sites.

### The Results

Several of Nutraceutical's most pivotal websites now have responsive designs with better user experience and system integration. Themes from these sites are being leveraged as updates to other sites in the Nutraceutical portfolio are needed. Additionally, InteractOne is integral to the introduction and rollout of Magento 2 within the company's IT assets. The client enjoys working with a transparent partner who can be relied upon to work as a disciplined resource for managing clean Magento developments and recommending the most effective integrated Magento solutions.