

PUTCO®

Magento Case Study: Putco

Volusion to Magento 2.2

Putco manufactures and sells aftermarket automotive accessories including chrome trim, LED lighting, step bars, truck accessories, stainless steel fender trim. With its dedication to domestic manufacturing and innovative line of high-quality LED lighting products, Putco continues ahead of the change curve in the industry. Through the Magento 2 platform, Putco plans to provide a seamless experience for customers through a fast and user-friendly website.

The Challenge

The Putco site was originally built as a static site and over time had been integrated with Volusion for eCommerce. The hybrid platform was not mobile-friendly and offered limited design, control, and flexibility. In addition, products and content were time-consuming to update and general site maintenance was difficult to manage. For the user, navigation was tricky, with embedded menus and dozens of product types presented as sub-categories.

Putco tasked InteractOne with migrating their Volusion site to Magento 2.2. In addition, the migration would include a new responsive design with custom development of a vehicle parts lookup (year, make, model) and lighting application guide, including the ability to save a vehicle in account information.

Our Solution

InteractOne successfully migrated Putco from Volusion to Magento 2.2 with a custom design based on the Magento 2 responsive theme. We created a custom vehicle parts finder and lighting application guide by improving upon the Amasty Parts Finder module. The improvement included extending the parts finder data to work with both simple and configurable product types. The vehicle lookup and data migration from Volusion to Magento required a reorganization of how products were set up.

Specifically, multiple customizations were required to extend Magento's configurable products to accommodate vehicle fitment and position data. Since Putco's product catalog is so vast, the product and vehicle fitment database are over 800k records. In addition, we further customized the import/export functionality as well as the product fitment gridview to allow for easier data management through the admin.

Putco also optimized their catalog structure to significantly reduce the number of categories shown in the main navigation. However, Putco still has the ability to promote those categories with on-page content controlled via the user admin.

InteractOne also provided training to the Putco team on catalog management and front-end management which included design, CMS, and widget control. As a result, Putco was able to setup widgets and manage all of the CMS and site content during the migration process, providing savings as well as confidence in managing the system.

Extensions included: Amasty Parts Finder; Amasty Improved Layered Navigation; Amasty SEO Toolkit; MageStore Mega Menu; and MageStore Banner Slider.

The Results

With their new Magento 2.2 website, Putco has the speed and flexibility of Magento as well as properly integrated custom development. The new site features easier navigation, better search functionality, full mobile compatibility, better-streamlined design with a logical and uncluttered checkout.

In addition, we were careful to properly implement custom features. Thus preserving default Magento admin functionality so that Putco can easily update, access and manage the site on their own.

