



From Days to Minutes

Tenzing delivers unparalleled responsiveness to support Zeal Optics' ecommerce growth plans.

Zeal Optics is a unique line of eyewear born out of a need to create. Dedicated to the principles of sustainability, unrivaled outdoor experience and social responsibility, this Boulder, CO based manufacturer makes award winning polarized sunglasses and goggles. The team is passionate about creating the world's best performing optics and needs their direct-to-consumer ecommerce site to reflect that passion and level of quality.

The Challenge

The management team at Zeal Optics was looking for a new hosting provider ahead of the holiday shopping season to replace the inflexible and inaccessible 3rd party support they were currently tied to. Their legacy hosting environment was managed internally but relied on an inaccessible third-party support provider which limited the team's ability to properly manage their environment. With a fast moving business and a small digital team, Zeal Optics was looking for more autonomy and started the search for a flexible and accessible partner with expertise that would add to their team's capabilities.

Our previous infrastructure and support team left us feeling like we came second to other more important priorities. We are so excited that Tenzing behaves and delivers like we're their most important priority."

Mike Lewis, Digital Marketing Manager

The Solution

Since signing on, the Zeal Optics team has been impressed with the responsiveness and effectiveness of the support they have received from Tenzing. With 24x7x365 access to knowledgeable staff, help is always just a phone call away. This type of responsiveness has helped the small and nimble Zeal Optics team prepared for what is shaping up to be a very successful holiday shopping season.

"Before joining Tenzing, it would take us several days and a lot of back and forth communication to perform simple tasks like adding access for a new employee. With Tenzing, that same process took just minutes. Every interaction we've had so far has been like that. They are fast, reliable and knowledgeable, and I'm feeling more confident than ever that we'll be in a great position to make the most out of our peak buying season."

Mike Lewis, Digital Marketing Manager

The Results and What's Next

Zeal Optics has seen a complete turnaround in the quality and responsiveness of the support that they receive from Tenzing. Procedures that would have taken days are now completed over a short phone call. As their new site launches and heads into its first holiday shopping season, Zeal Optics is confident because they know Tenzing will be working diligently behind the scenes to ensure that their site scales to meet peak demand.

About Tenzing

Tenzing is an ecommerce specialist that partners with Magento merchants to understand their ecommerce objectives and deliver the right solutions to help drive the growth of their Magento storefronts. Whether it's helping you increase the performance of your SEO, reducing shopping cart abandonment rates or ensuring that your Magento store delivers during your peak shopping season, everything we do has a singular focus: driving results for your Magento store with our Magento Optimized Hosting solutions.

Founded in 1998, Tenzing delivers more than scalable infrastructure, fast networks and great managed services. Tenzing combines scalable AWS infrastructure, deep Magento platform expertise, advanced managed services, and extensive industry partnerships to help Magento merchants increase revenues and deliver remarkable customer experiences. Retailers and Magento Solution Partners choose Tenzing because we help them increase SEM performance, reduce shopping cart abandonment rates and ensure performance during peak seasons. Tenzing is AT101SOC 2 Type 2 Certified (formerly SSAE 16), ISO 27001, PCI-DSS and VISA PCI certified and serves retailers globally.



Contact Tenzing for information on how to get more from your eCommerce operation.
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