

J.Reneé E-Commerce Sales Increase 5X in 2 Years with Mertech Services

HIGHLIGHTS

- Supports 5x more load without additional hardware
- Initial page load time decreased to less than one second
- Site navigation even faster with sub-second load times

"MERTECH HELPED US STREAMLINE OUR E-COMMERCE PROCESSING WITH ITS THRIFTLY API SERVER AND SKILLFUL SERVICES TEAM"

Coby Sparks

COO/CIO of J.Reneé Group

Background

For over 35 years the J.Reneé brand has been a leading women's footwear and fashion accessories brand for classic and sophisticated women looking for style, value and comfort.

In Spring 2015, its parent company, The Remac Group, acquired the Kay Unger and L'Amour des Pieds brands. With this acquisition, the company expected many new fashion-savvy customers to visit their online stores.

Business Challenge

As J.Reneé prepared itself for growth, their biggest challenge was dealing with application performance issues when using web services to call into back-end functions from its online stores. In the world of online retail, J.Reneé understood users do not want to wait long for a site to execute requests, particularly when it was so easy to navigate to a competitor's page.

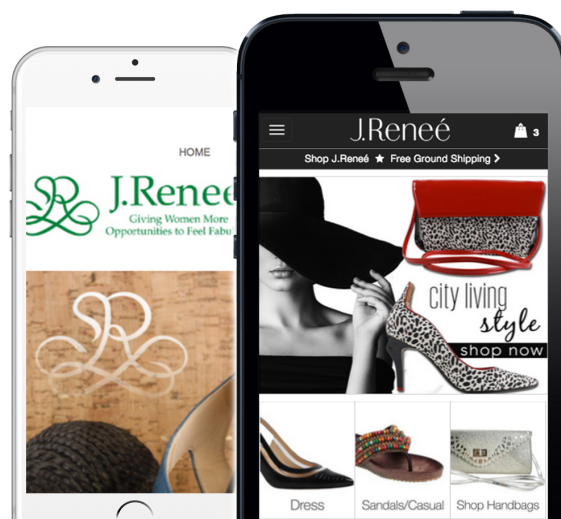
J.Reneé knew customers needed to be able to find what they are looking for very quickly within a website that felt modern, elegant and simple to use. Because site loyalty was very important to J.Reneé, it also had to be very secure and provide an excellent experience for its growing mobile device users.

Solution

J.Reneé chose Mertech for its cutting-edge Thriftly API Server and technical expertise in modernizing legacy systems. Mertech collaborated with J.Reneé to gather and analyze their requirements and provided advice with detailed specifications for a complete end-to-end solution.

Mertech Thriftly API Server

Mertech's multi-language API development tool, Thriftly API Server, significantly improved J.Reneé's overall site performance. With Thriftly, Mertech exposed the required business logic as API calls which were natively integrated into J.Reneé's custom PHP site. Thriftly also allowed Mertech to seamlessly integrate J.Reneé's existing applications with open source software stacks and other technologies that provided a modern user interface with new features and mobile functionality. More importantly, J.Reneé benefitted from significant time and cost savings since Thriftly preserved the company's DataFlex application without a full rewrite.



Before and after screenshot of jreneecom.com

Mertech Transformative Consulting Services

The Mertech services team conducted a complete site assessment to determine where existing code can be streamlined and improved. They simplified the front-end Javascript code and utilized a single page application method for better site performance. Additionally, the team implemented changes to improve security, plus designed a new, modern look and feel that was optimized for mobile devices.

Technologies Used

Mertech's Thriftly API Server, jQuery, Bootstrap, PHP, SSL

Impact

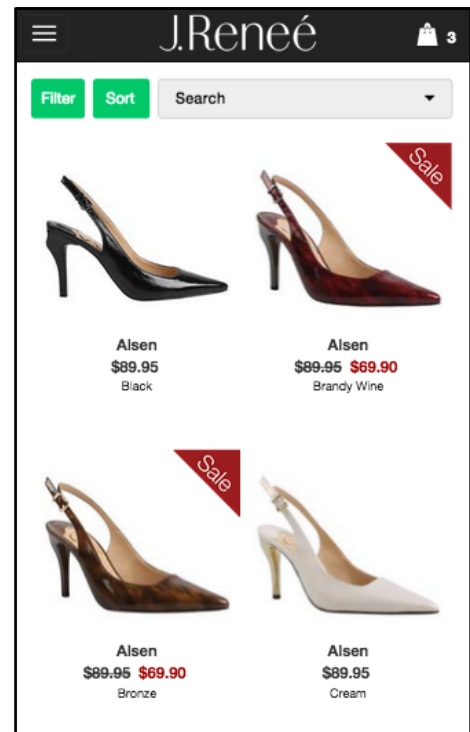
The J.Reneé.com site is now able to support five times the current load on its online store without requiring additional hardware. Users are able to easily browse the company's three brands from multiple browsers and mobile devices at blazingly fast speeds. The site's initial page load time decreased to less than one second compared to four seconds previously. Navigating around the site is even faster with sub-second load times.

"Mertech helped us streamline our e-commerce processing with its Thriftly API Server product and skillful services team," said Coby Sparks, COO/CIO of The Remac Group. "We are experiencing excellent performance which translates to a much improved e-commerce customer experience. With Mertech's help we achieved our goal and couldn't be more pleased with the result."

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jrenee.com ui on mobile device