



CASE STUDY /

Sole Society

solesociety.com
SERVICES

ECOMMERCE | WEB DEVELOPMENT | INTEGRATION | STRATEGY | ANALYTICS

CHALLENGE

The for-members-only shoe club partnered with Nordstrom, Vince Camuto and others, wanted to improve its site performance, integrations and login functionality.

SOLUTION

To greatly enhance the site's performance and load times, Guidance reviewed the Magento Enterprise site and replaced its existing caching system with a Varnish caching system.

Guidance amended and upgraded the previous Magento integration with Microsoft GP (financial reporting system), their fulfillment center, Facebook, and Twitter.

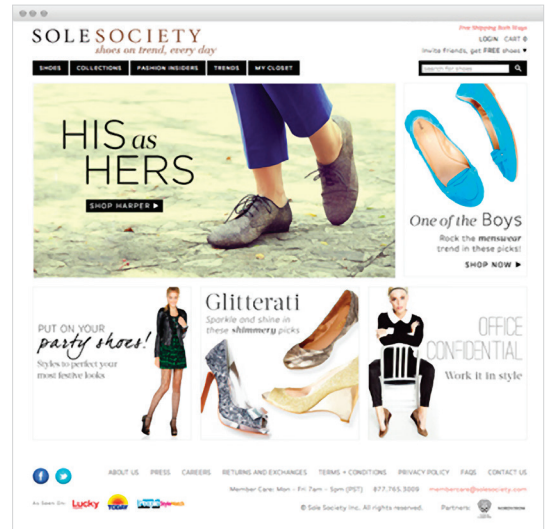
"WOW! The speed is amazing. What a difference. It's a pleasure to use the site now. It flies. AWESOME job everyone!"

- SOLE SOCIETY

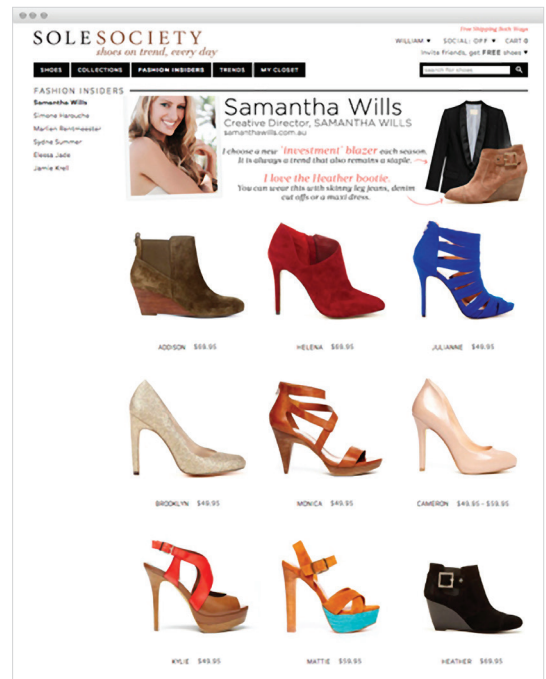
And, Guidance overhauled the login functionality to recognize returning subscribed visitors. Members are not required to re-login again.

INNOVATION

- Average page load time was reduced by 50%.
- "Quick view" functionality for all product images improved from a 4 second load time to a 1.5 second load – a 75% reduction.
- With new admin screens, customer service reps can now access order information without IT intervention, thereby improving customer response time and customer satisfaction. IT's time has now freed up to move forward on website improvement and enhancement projects.
- The new fulfillment house integration is now much more flexible and enables Sole Society the ability to add warehouses worldwide, and retrieve data from each of those warehouses.



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