



CASE STUDY /

# SureFire

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## SERVICES

ECOMMERCE | WEB DEVELOPMENT | INTEGRATION | SEO | ANALYTICS

## CHALLENGE

The leading manufacturer of high-performance flashlights, weapon-mounted lights, and other tactical equipment needed to migrate its eCommerce site to a more flexible, self-managed platform.

They did not have access to or control of their existing proprietary eCommerce platform, which left them without the ability to easily update product catalog data or launch new products.

In addition, a complex product-shipping engine was required.

## SOLUTION

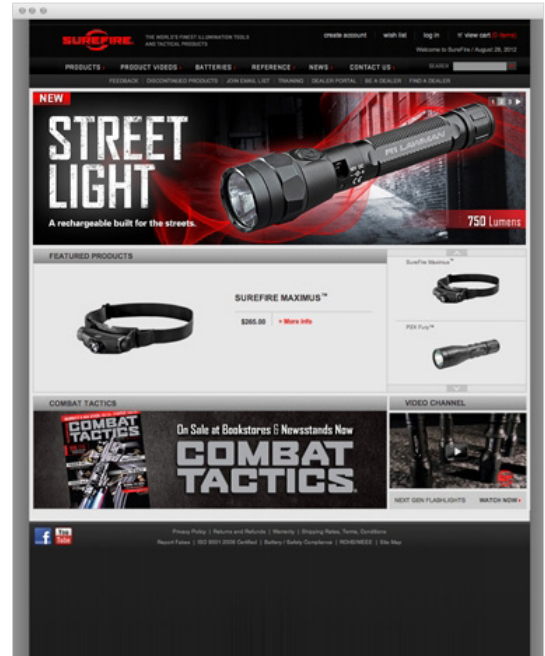
Guidance developed the site on the Magento Enterprise platform and implemented many Magento modules to expand product search feed capabilities and provide the client with custom reports.

Guidance also developed a solution to address the shipping restrictions per product, per state as well as identify orders by fulfillment location to support this requirement.

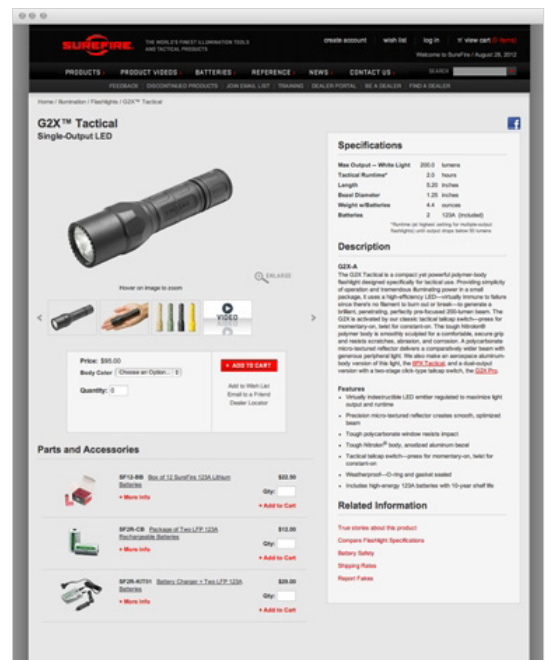
Without a catalog to import, Guidance performed an extensive analysis by defining unique categories and attribute sets, and identifying unique attributes per product SKU.

*“Guidance delivered a platform that not only makes merchandising easy for our marketing team, but also provides customers with a feature-rich product detail page.”*

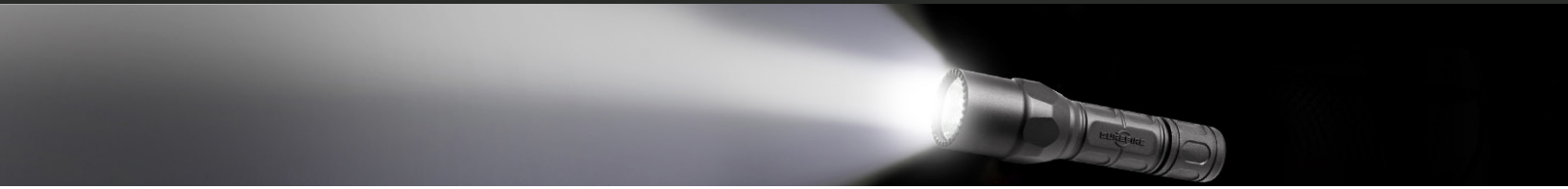
- GABRIEL STEINMANN  
ECOMMERCE MANAGER,  
SUREFIRE, LLC



Home Page



Product Detail Page



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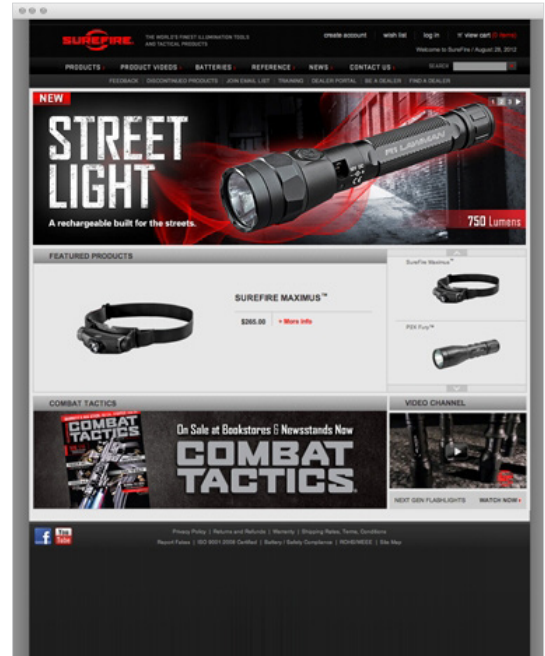
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To accommodate a diverse catalog with detailed product sets and attributes, multiple category landing pages and feature-rich product detail pages (PDPs) were designed. The PDPs greatly improve merchandising and ultimately conversion by providing technical specs, a description, features, multiple products images and video, related parts and accessories, and related product alerts.

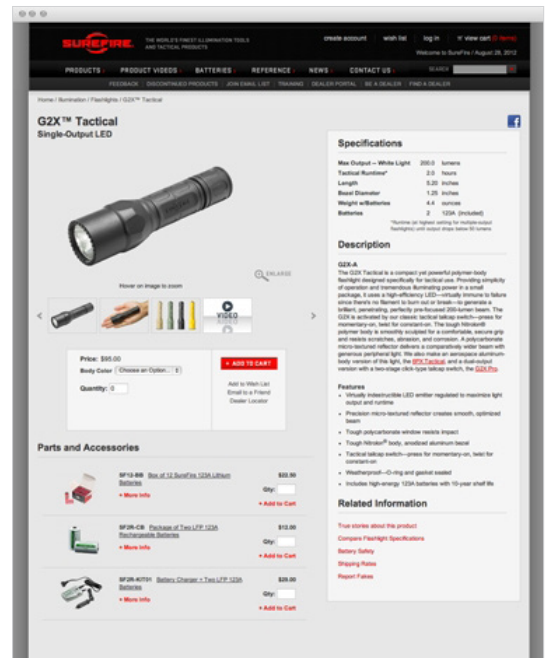
Guidance integrated Magento with Vantage (ERP system), Amazon Cloud Hosting, Graphic Mail (email marketing), Facebook, YouTube, and Twitter.

## INNOVATION

- Product search is easier through an advanced filter. Users are able to search by use, feature, category and price or size.
- Dealers have the ability to login to a distinct password protected portal where they can access distributor marketing materials, price lists, and training information.



Home Page



Product Detail Page