

Case Study

**A premier clothing  
manufacturer and  
retailer achieved  
global expansion  
and personalized  
omnichannel  
engagement with  
Magento Commerce  
Upgrade**



**VISIONET**

## Overview

A top-tier manufacturer and retailer in the clothing industry faced the challenge of consistent customer experiences across multiple devices and expanding its global reach. Visionet helped the company assess its developer ecosystem and execute a Magento Commerce Upgrade, enabling a smooth transition to the new website with improved cart and checkout functionalities. Our Magento experts seamlessly helped the client upgrade to the latest Magento version and implemented custom modules. The solution helped the company increase online sales and website traffic, powering its digital business with Adobe Experience Cloud.



## Our Client

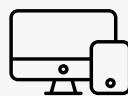
Our client is a top-tier manufacturer and retailer with a strong global presence across 15 international locations. This retail specialty brand offers a unique blend of eastern and western fashion, producing a diverse collection of women's and kids' clothing lines, as well as an exceptional home decor range. The brand's tireless marketing efforts, combined with frequent 40-hour round-the-clock sales, attract over 200,000 visitors on average weekends, cementing its position as a formidable player in the clothing industry.

## The Challenge

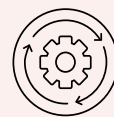
The client faced a number of challenges, including the need for consistent and seamless customer experiences across multiple devices, prioritization and execution of their digital roadmap, and expanding their global reach.



Geographical  
expansion



Consistent and  
seamless CX  
across devices




Prioritization and  
execution of the  
digital roadmap

To overcome these challenges, the company sought the support of Visionet, and we delivered.

## The Solution

Our experts carefully assessed the client's developer ecosystem and proposed the implementation of Adobe Experience Cloud. Results? Commerce Made Personal.

Visionet successfully executed a Magento Commerce Upgrade for the retail company operating in multiple countries, including the UK, UAE, US, and Canada.

The background of the entire page is a soft-focus sunset sky with a rainbow visible in the lower-left quadrant. In the foreground, two hands are shown in silhouette, holding two interlocking puzzle pieces. The hands are positioned as if they are about to fit the pieces together, symbolizing the integration of different parts into a whole solution.

Backed by the latest trends and inspiration, the upgrade enabled the development of new websites with a fresh design and improved cart and checkout functionalities. Additionally, the platform was upgraded to the latest version of Magento, along with the installation of necessary extensions. Custom modules were also developed and implemented to streamline the company's business operations further to automate certain processes. Overall, Visionet's expertise in eCommerce solutions allowed the retail company to leverage analytics for customer journeys and enhance its online presence and operational efficiency via content that drives performance.



## The Results

Commerce made personal! The successful execution of the Visionet solution enabled the client with various value-driven outcomes. One of the most notable benefits was an increase in online sales and website traffic. The upgraded platform and improved website design led to a more engaging and user-friendly experience for customers, ultimately resulting in increased revenue. Additionally, the new and streamlined business operations brought about by the custom modules developed by Visionet contributed to an improvement in the company's overall operational efficiency. Overall, Visionet's eCommerce solutions proved to be highly effective in helping the retail company achieve its business goals and deliver a better experience to its customers.

## Technology



**Magento Commerce**



## Why Visionet

Visionet is an engineering-led technology solutions provider built on the premise of disruptive innovation. For over 27 years, its innovation-centric approach has unlocked digital-driven success to over 350+ global enterprises across CPG, Retail, Banking & Financial Services, Food & Beverage, Manufacturing & Distribution, and Life Sciences industries. As a Microsoft Gold Partner and winner of the Microsoft Partner of the Year 2022, Visionet is highly experienced in providing end-to-end solutions for the Microsoft Dynamics family of ERP platforms. We leverage Microsoft-approved best practices and industry-focused frameworks, which enables us to efficiently and cost-effectively deliver high-performance solutions.

For more information, visit <https://www.visionet.com>.

**VISIONET**

Digital Defined | Digital Delivered

[sales@visionet.com](mailto:sales@visionet.com)