

SPRINX SYSTEMS:

CASE STUDY:

Mountfield

In 2014, Sprinx Systems prepared a completely new e-commerce solution for Mountfield. The aim was an efficient and stable solution, unification of the company's corporate presentation with its e-shop and other microsites, full integration into the client's internal systems and creation of a new responsive design.

What was achieved?

2

times higher
turnover of
the e-shop
one year after
implementation

4

times higher
traffic without loss
of performance

8

times higher number
of orders without
loss of performance

500,000 +

emails in a campaign with
deliverability
reaching

99,7%

June
2015

initial situation

The original web-based solution did not meet the increasing demands of ever more successful business, including the increasing system load. The client was limited by the stability of the solution, lacking an overview of real costs and looking for a solution that would allow her to enter foreign markets smoothly.

project objectives

START

August
2015

creation of a complete e-commerce solution

The main objectives included creation of a complete e-commerce solution with an emphasis on responsive design, site stability for high site traffic and display speed. The customer also required that the e-shop be ready for the planned entry into foreign markets. At the same time, it was necessary to integrate all corporate systems with the e-shop and to cover logistics.

LAUNCH

November
2015

a fast and convenient shopping process, marketing campaigns

After the launch, the e-shop began to take full advantage of the fast and convenient shopping process and marketing campaigns.

December
2015

optimization of logistics

Reducing the number of complaints due to broken porcelain, all Christmas shipments delivered in time.

May
2016

increase in the current record of daily sales by 40%

With a Kentico-based newsletter campaign.

June
2016

year-on-year growth in sales by 47%

Currently: preparation of foreign mutations of the e-shop (DE, EN).

Dita P.



Dita P.'s profile (www.ditaP.cz)

Dita Pecháčková is a former editor-in-chief of the magazine for gastronomy *Apetit*, the current editor-in-chief of the magazine *Albert*, author of the cookbooks *Deník Dity P. (Dita P.'s Diary)*, the protagonist of the same cooking show produced by Czech TV, as well as a successful businesswoman selling her own products based on her own designs, not only from porcelain.

Kentico platform

Sprinx Systems prepares its web solutions on the successful Kentico platform, an all-in-one solution for CMS, e-commerce and online marketing. Kentico is used by 74 companies from Fortune 500, the world's five hundred largest companies.

Sprinx
THE DOERS

Sprinx Systems is a leading technology company that specializes in developing web solutions, business systems, and hosting and application management services. The company is also known as a major supplier of HPC (High Performance Computing) products.

obchod@sprinx.com
+420 251 014 211

www.sprinx.com