

CASE STUDY

AFFILIATED PARTS



Magento 1 to Magento 2 migration



Mobile optimized site



Faster site performance



“We were having lots of problems with our previous developers. There were long delays in completing tasks and communication was a big problem. Upon choosing 121eCommerce, it was clear this was going to be a great partnership. They were experts in Magento and communication was unbelievable. They helped us migrate over to Magento 2, knock out our wish list and we’re already seeing great results with our new Magento 2 site.”

SCOTT PETTINEO, PRODUCT DEVELOPMENT MANAGER

+46%

Increase in AOV

+22%

Increase in average time
on site

-21%

Decrease in average
page load time

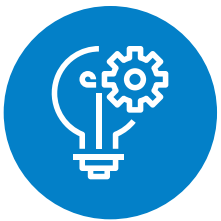


The Situation

[Affiliated Parts](#) specializes in original equipment manufacturer (OEM) replacement parts for many brand name commercial HVAC lines.

They were hobbling along on an outdated Magento 1 site that was slow, unresponsive, and made placing orders a cumbersome process. To top it off, their site and customer data had been vulnerable for months since Magento stopped supplying security patches months earlier.

They also had a growing wish-list that was becoming more and more difficult to implement on their current site. They wanted the home page to display a real-time countdown of the hours remaining for same-day shipping to apply. They needed customized tabs on the product page that could support the ability to download documents. And, they required custom out-of-stock messages and BOPIS (buy online, pick up in-store) shipping options.



The Solution

[Magento 2](#) Commerce Cloud was an obvious fit.

Not only because their previous Magento 1 platform had reached “end-of-life,” but also because Magento 2 Commerce Cloud came out-of-the-box with features and functionality that Affiliated Parts had been wanting for their site. Plus, by choosing Magento’s Cloud hosting environment, Affiliated Parts now had access to Amazon Web Services infrastructure and server configuration, Fastly CDN (Content Delivery Network) for fast page loading, enhanced security, New Relic website monitoring, and 24/7 support.



The Success

Affiliated Parts is already seeing significant results after just a short time after launch with their new Magento 2 site:

- **46% increase in AOV.**
- **22% increase in average time on site.**
- **21% decrease in average page load time.**

Plus, their customers now enjoy a seamless ordering and checkout process, and a responsive, mobile-friendly website. Switching to Magento 2 also boosted overall site performance: pages are loading faster and site speed has increased.

We integrated nearly two dozen extensions and connected Magento’s frontend with their backend ERP. And our development team checked off the items on Affiliated Parts’ wish list. We redesigned product page tabs to accommodate custom information, created custom out-of-stock messages, BOPIS shipping options, and created a “same-day shipping” countdown timer on the home-page.