

## Case Study: IXPO.com

### IXPO.com

IXPO provides a significant range of high quality, display oriented products throughout the UK with plans to expand into Europe. They have the industries most competitive prices and shortest lead times, guaranteeing their customers excellent service levels and prompt delivery.

# ixpo.com

### Key Challenges

IXPO.com decided to improve their existing ecommerce platform as they had outgrown their previous site. They wanted to improve both the management and the functionality of their site. As their stock and customer base continued to grow, their previous system had become harder to use and was not able to keep up with their modern needs. They came to Perfect Image needing more flexibility and control over their online store operations.

### The Solution

Perfect Image determined that the best approach for IXPO.com would be to redesign the whole site and re build it on a Magento platform. This would provide IXPO.com with a reliable and flexible system that would have the ability to scale up to support the growth of the business.

As part of the project, Perfect Image recommended a number of payment gateways for ecommerce solutions which included SagePay (Protx), Google Checkout and RBS Worldpay. Following a discussion it was agreed that SagePay (Protx) and Google Checkout would be the primary payment gateways.

In addition, Perfect Image provided technical and operational training in accordance with the client's needs. This provided the necessary skills transfer in the areas:

- Content Management
- Catalogue Management
- Order Management

IXPO.com wanted a system that was easy to use for the administrator enabling them to upload catalogue images quickly to their site. The site needed to be attractive and user friendly for customers.

The products on the site needed to be clearly displayed so that customers could fully appreciate the visual impact and quality of the products on offer. This was important as many customers are unable to physically see the product they are buying, therefore the high quality images that are displayed form the basis of there buying decision.

### Client Testimonial

'Perfect Image has delivered a professional and valuable ecommerce platform that will actively support our growth plans. A clear and efficient approach from the outset has resulted in a real team effort and Perfect Image clearly displayed their depth of experience in this field. Our Magento ecommerce platform now offers us the opportunity to tap into many more markets. I would have no hesitation in recommending Perfect Image to any organisation wishing to make the most of their e-Commerce potential.'

**Damien Edwards**  
Business Owner

Both Perfect Image and IXPO.com wanted to ensure that the new site still provided IXPO.com customers with a recognisable association to the previous site. Perfect Image provided a variety of designs in

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keeping with the client's brief to be 'simple and clean'.

Feedback was obtained from IXPO.com and a final choice was made. The rest of the site design was based on the chosen style of the homepage with some small design changes were allowed to be made throughout the project as it progressed. Wireframes and design illustrations were used to experiment with different layouts. The colour scheme was changed to reflect a brighter, exciting and more contemporary feel to the website.



There were a number of bespoke features added to the development of their site, such as the Trade Enquiry forms for which delivered any trade specific enquires direct email to the relevant inbox.

The client had future requirements for the ecommerce site to be multilingual. Perfect Image developed a number of static blocks for the administrator which meant that, when needed the whole site could be translated easily and quickly into various different languages.

Some of the functionality and features from the previous site were also re-developed for

the new Magento site including a similar but simpler navigation.

### The Results

The chosen solution was a combination of the Magento platform and the skills of Perfect Image. Magento is an open source ecommerce platform that can provide unprecedented control over online store operations.

IXPO.com's site features included:

- Recently compared products.
- Recently viewed products.
- Cross sells, up sells and related items.
- Multiple product images and image zoom.
- Ship items in order to multiple addresses.
- Print invoices and package slips.

The Magento platform offers a wealth of additional functionality and the opportunity to support any additional future requirements and custom extensions.

The IXPO.com ecommerce project has been very successful. Their ecommerce solution is now more reliable, secure and flexible enough to fit their future needs. It has provided a solid foundation to incorporate future changes, including the possibility of integrating back office systems

The end result is a simple, clean and attractive ecommerce site that is easy for both the company and the customer to use. This has also helped increase the quality of customer service that IXPO has been able to provide.