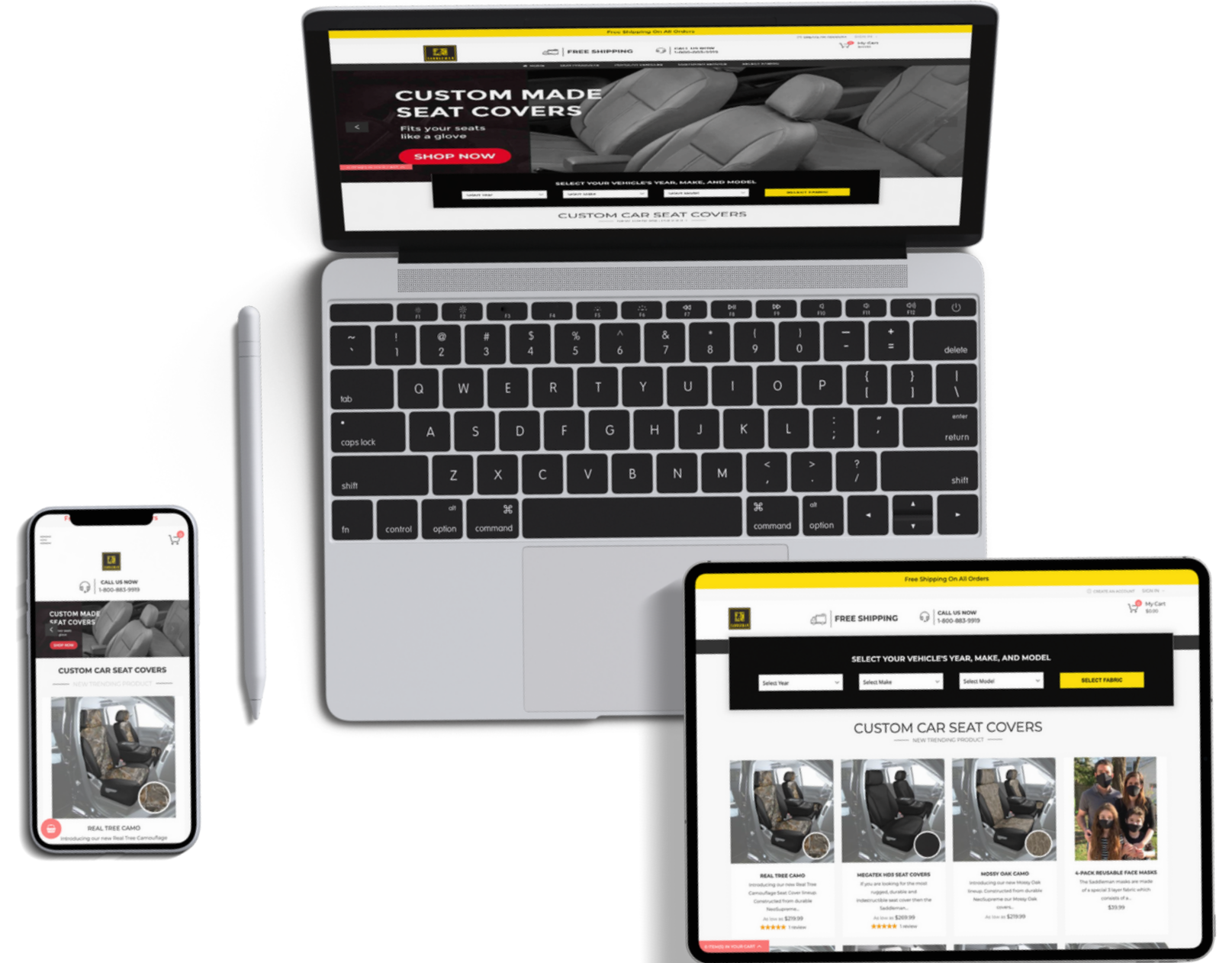**Techies India Inc.**

Magento 2 Migration for Saddleman

How Techies built a custom seat cover eStore for Saddleman on Magento 2 and **increased their revenue by 4X**

Client Testimonial

" Techies is absolutely the best in eCommerce development. What I loved the most about them was that during the whole development phase, I always felt as if I was talking to my own people, my own team. Never felt that I have hired them for the first time.

Another promising thing was their prompt responses to my emails. They always kept me updated with the progress and took my feedback as the project went along. I got exactly way more than what i was expecting. Highly recommend Team Techies. "

Tal Mamo
Saddleman Founder

Results Over 10 Months

3X **Increase in Website Speed**

400% **Increase in Revenue**

37% **Increase in AOV**

Background

Incorporated 40 years ago, Saddleman manufactures a diverse line of seat covers for cars and trucks in the US. Their existing website on Magento 1 made it impossible to add new products, duplicate products flooded the catalogue, and their owner had been rejected by numerous development agencies due to the incoherent code throughout.

Challenge

Saddleman came to Techies after working with another agency that had promised to fix the site but had inadvertently flooded their store with over 12,000 duplicate products. We were handed a stressed database that brought website speed to a crawl and made it almost impossible to work on. Plus, an incompatible third-party extension used for custom products was scrambling orders, resulting in the wrong products being delivered.

We needed to fix the custom orders, clean up their website structure, and remove duplicate pages to give them a sturdier website on a platform that would complement their growth and instil confidence in prospective clients.

OUR 4 MAJOR GOALS

Increase Website Speed

Clean Up Product Database

Upgrade to Magento 2 Platform

Repair Custom Product Ordering

Our Key Strategies for A Streamlined eCommerce Website

1

Analyze existing flow & functionality of the code to repair duplication problems

2

Structure data to simplify from 44,000 to 13 products and migrate the database to Magento 2
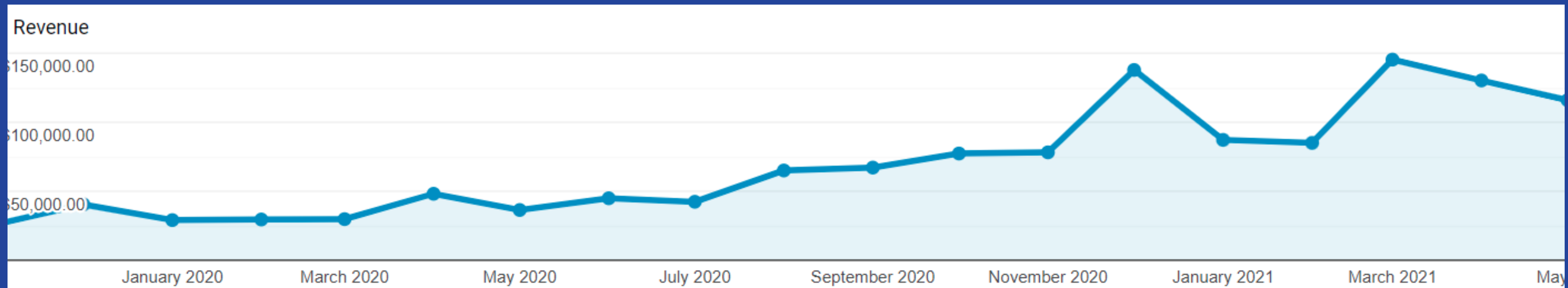
3

Create a custom extension to provide a seamless custom product ordering experience for the backend & UI/UX

4

Optimize images, content and database to improve page loading speed for UX & SEO
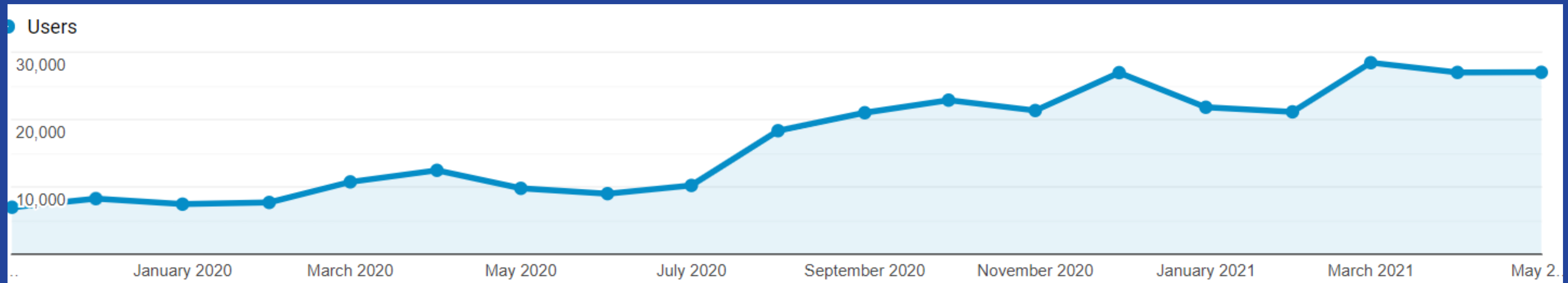
Our Results
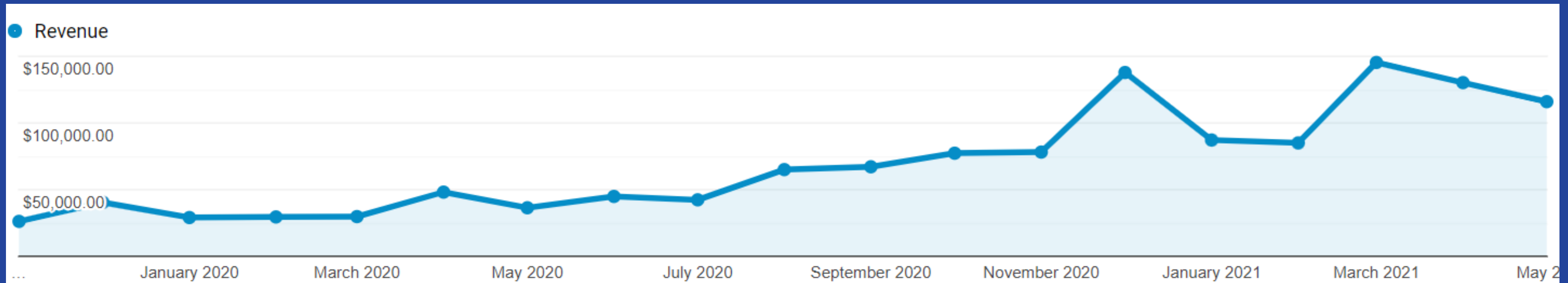
Increase in New Users

From 5732 to 26032

Increase in Overall Traffic
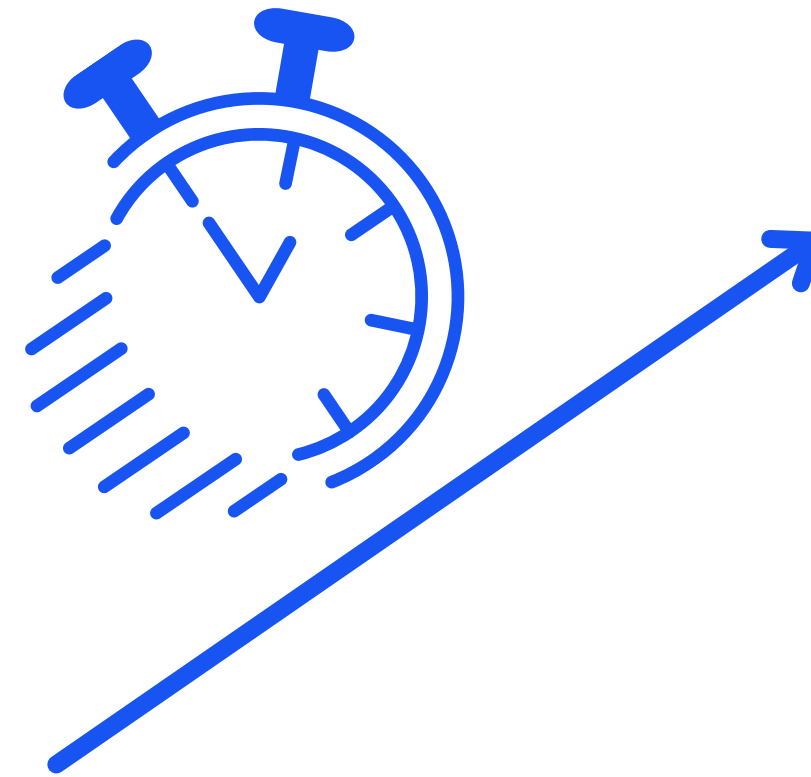

From 6,117 to 27,023

Increase in Revenue

From $26,184.75 to $116,005.44

Improved Page Loading Speed

29

90

Meet the Team

Karamdeep
Lead Magento Developer

Vikas Sansoa
Lead Magento Developer

Aman Kaur
Quality Assurance Lead

About Techies

You deserve **more** from your digital team.

Techies elevates your digital presence and productivity for more profit.
We provide: High quality. Quick action. Consistent follow-through.
We value: Transparency. Honesty. Trust.

We don't stop at development. **We are growth catalysts.**

Good enough isn't good enough. Excellence is our standard.
We help you define your vision, exceed your goals, and capitalize on your momentum.
From custom eCommerce development to exponential ROAS,
we deliver results that excite.
Every time.

Contact Us

Mobile Device

+91 75289 00079

Email

ig@techies.it

Work Phone

+1 (760) 288-8436