

CASE STUDY: Vohkus

a DWS Digital Commerce Case Study



**Adobe
Solution Partner**
BRONZE



About DWS

Our team specialises in creating high-end online B2B stores that combine operational performance with customer experience that outshines others in the market.

We understand that budget matters to you and there should be no nasty surprises.

We work hard to make sure your website is both affordable and impressive and your customers return time after time.

Get in touch

Phone: 0330 133 5544

Email: hello@dws.limited

Website: www.dws.limited

The Challenge

Vohkus approached DWS for assistance in maintaining and supporting their existing Magento Open-Source website, which was managed by a third-party provider.

- While the eBusiness store initially met their needs, it soon became challenging to maintain, with service quality occasionally dipping.
- With an extensive product catalogue of over 1 million items, updating prices and importing data became time-consuming, often extended into days or, at times, weeks.
- The administrative process was fragmented across various platforms, complicating the workload for the customer support teams.
- The Vohkus eBusiness store, catering to the B2B sector as a closed website, had specific requirements that necessitated custom modules to adapt the Magento Open-Source platform into something fit for purpose.
- Vohkus operated their eBusiness store and primary content website on separate platforms - Magento and HubSpot, leading to a disjointed management process.

Our Approach

Early in the engagement, it was decided that Vohkus would try to reduce the dependency on third-party support for managing the Magento platform and accompanying software.

- Vohkus aimed to bring ownership and management of the eBusiness store back in-house, with DWS entrusted with the initial backend build and Vohkus' internal team completing the design and frontend development.
- Upon completion, DWS would provide ongoing support and maintenance as required.
- Whilst having a small development team in-house, it was part of the strategy to support and train them in Adobe Commerce development, starting with the frontend and gradually delving into backend development.
- DWS provided technical guidance, ensuring best practice and coding standards were adhered to, even when collaborating with third-party developers.
- This expertise extended to PIM integrations, guaranteeing seamless system interconnectivity.
- Alongside the work for the new eBusiness store, the decision was made to transition the primary content website from HubSpot, aiming for a unified platform.

The Transformation

Vohkus' revamped eBusiness store now stands as a testament to stability and adaptability, primed for enterprise-level user demands and future business growth.

- PIM integration presented challenges, especially with two PIM partners falling short due to the catalogue's size and intricacy.
- However, a partnership with Akeneo, an enterprise-level solution, emerged as the ideal fit. This solution scales with Vohkus' needs, offering expansion opportunities to other marketplaces.
- As challenges and limitations surfaced during PIM solution implementations, DWS stepped in with the necessary technical expertise, guiding Vohkus through decision-making
- Product imports, stock updates, and pricing adjustments are now streamlined, with continuous monitoring and optimisation in place.
- Customer pricing updates, once a cumbersome task spanning days or even weeks, now conclude in under an hour, benefiting both customers and Vohkus.
- As Vohkus progressed with the integration of the store and website, they successfully migrated their business website to the Magento Cloud platform.

As Vohkus progressed with the integration of the store and website, they successfully migrated their business website to the Magento Cloud platform.

This move, facilitated by a script created by DWS, eliminated the need for a costly HubSpot renewal.

The process ran smoothly, ensuring uninterrupted service throughout the process.

“Partnering with DWS has been a massive asset to Vohkus, providing us with development expertise, training and DevOps for Magento 2.”

From the outset it was evident that they had multiple developers each capable of handling many of the complex requirements we could not complete ourselves”

Simon Goldie, Digital Infrastructure Manager, Vohkus

Key Facts

Client: Vohkus

Dates: 2020 – present

Categories:

- > Magento OS
- > Adobe Commerce
- > Adobe Commerce Cloud edition
- > Development
- > Maintenance
- > Full Build