



### *Compvue's Global High-tech Industry Practice*

**A UK based fashion retailer is successfully running its online store as a result of Compvue's e-commerce excellence.**

#### **Business Challenge**

This UK based fashion retailer wanted to create an e-commerce portal where it can sell street-wear and urban-wear for youths. The client wanted a comprehensive blend of e-commerce portal and Content Management System with random banners, random images, new arrivals, last visited product listing and much more. The portal was required to present an image of vibrancy, competitiveness and efficiency. Search engine optimization for the website was a high priority. Real-time integration of the website with PayPal would allow payment processing. The templates of the site had to be designed such that it could support catalogues prepared in Excel. The site had to be integrated with other websites using HTML editor, which would involve considerable amount of coding.

#### **How Compvue Helped**

The retailer chose Compvue because of our e-commerce excellence and competitive pricing. We developed an online shopping cart website in Drupal with E-Commerce Module. Functionalities like searching products by brand, size, color, type & style, currency conversion, displaying brands in flash, live support, recently visited products, banner display for each product brand, newsletter subscription, sizing details of a product, send to friend, bookmark & share product and payment integration were added.

## **Technology Used**

Compvue's team of developers, programmers and designers carefully selected the following technologies to develop the project:

- PHP
- MY SQL
- Linux
- Apache
- Drupal CMS
- Flash
- AJAX
- Dreamweaver
- Fireworks

The following 3<sup>rd</sup> party websites/solutions were integrated with the solution:

- PayPal
- Google Checkout
- Skype

## **Trusted Services Partner**

Prior to our involvement, the client faced the following challenges:

- Cluttered pages with display of different brands
- Limited visitors on the site
- Cumbersome order processing

Compvue provided the following solution:

- Innovative graphic design using Flash
- Organized product display and online catalog
- Integration of online payment and shipment features
- Easy Navigation and Search capabilities for the products and brands.

This e-commerce solution developed by Compvue became a huge success for our client and resulted in the following value proposition:

- Improved traffic to the website
- Simple friendly order process
- Increase in revenue by 300%
- Seamless integration with 3<sup>rd</sup> party solutions.

## **About Compvue**

Compvue Inc. is a California Corporation with focus on Information Technology Consulting and Business Process Outsourcing. Compvue has two fully owned subsidiaries overseas, Compvue Philippines Inc which specializes in business process outsourcing in U.S healthcare sector and Compvue India Private Limited that focuses on information technology consulting and back-office business process outsourcing with two already established centers in Chennai and Nagercoil.