



CASE STUDY

Launching a Stable eCommerce Platform in Record Time for HEAD

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As a leading global provider of premium, high-performance equipment and apparel, HEAD is determined to give athletes and players at every level exactly what they need to win.

In 2018, HEAD embarked on a project to update its Magento platform to provide exceptional eCommerce experiences for customers through its web shop.

HEAD turned to EPAM, an experienced Magento partner, to support development and allow HEAD to launch its new web shop in September 2020, in time for its Winter Sports campaign.

Within just two months, EPAM assumed responsibility for Magento development, addressed issues with web shop performance, and successfully prepared the eCommerce platform for the web shop launch. The project was completed within the established timeframe and budget, and has resulted in a stable eCommerce platform for HEAD customers.



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THE RACE TO UPGRADE MAGENTO ACROSS 35 COUNTRIES

As a global sports equipment manufacturer with a reputation for cutting-edge design and engineering, HEAD has been on a journey to update its Magento eCommerce platform to bring the best digital experiences to its customers. As the project moved into its second year, HEAD realized that development issues were causing performance problems that put the eCommerce channel at risk.

After moving the platform launch several times, the final deadline was September 2020, to coincide with the 2020 Winter Sports campaign.

HEAD turned to EPAM due to our strong Magento experience and history of successfully delivered engagements. EPAM was tasked with assuming responsibility for development of the Magento upgrade across all 35 countries in which HEAD operates. The objective was to perform a smooth transition, fix development issues and launch the platform in time for the Winter Sports campaign.

"The EPAM team were extremely efficient, professional and highly skilled. They managed the project with structure, excellent communication and proactivity throughout, enabling HEAD to complete the launch of the new eCommerce platform in just six weeks – on time, and on budget. The new system has given us the ability to really push our eCommerce business, with the overall system performance significantly improved and more stable under load peaks."

Gerhard Spari, CIO, HEAD

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CREATING AND IMPLEMENTING A ROADMAP FOR SUCCESS

Within just three weeks, EPAM:

- set up a dedicated team of Magento specialists
- completed customer onboarding to allow for a smooth transition
- assessed the architecture and infrastructure to identify key gaps
- created a roadmap to perform the upgrade and fix existing issues in time for the go-live date
- enabled continuous integration/continuous deployment (CI/CD) and configured the testing environment

During development, EPAM noticed an issue with web shop performance. To address the problem, EPAM introduced Amazon Web Services (AWS) in the infrastructure layer, which increased the website's speed. EPAM also set up a comprehensive monitoring and logging solution to track all application and infrastructure instabilities, which further optimizes application performance.

EPAM and HEAD established a way of working based on trust, reliability and agility. An “always on” approach with consistent communication and engagement between the companies resulted in the platform's successful launch within the given timeframe and budget.

TECH STACK

- AWS
- Magento
- Varnish
- Elasticsearch
- MySQL
- Redis
- New Relic

LAUNCHING A QUALITY ECOMMERCE SOLUTION FOR EXCEPTIONAL DIGITAL EXPERIENCES

The eCommerce platform and new web shop were launched successfully in September 2020, in time for the Winter Sports campaign.

EPAM provided the development needed to complete the upgrade and fix stability issues within just two months.

The significant increase in development quality has resulted in a stable eCommerce solution that provides exceptional digital experiences for HEAD customers.

QUESTIONS?

Contact us at Sales@EPAM.com or visit us at [EPAM.com](https://www.epam.com)

