

Case Study: E-commerce solution build on Magento for Ozark Mountain

Client

Ozark Mountain is a leading publisher specializing in non-fiction, metaphysical, self-help, new age meditation and spiritual books.

Challenges

The client wanted to drive their online sales through their website. One of the key requirements was to optimize the site for e-commerce business and make it scalable for their expanding online footprint. Some of the additional requirements for their site included:

- Optimized shopping experience
- Integration of e-books
- Efficient Product Management

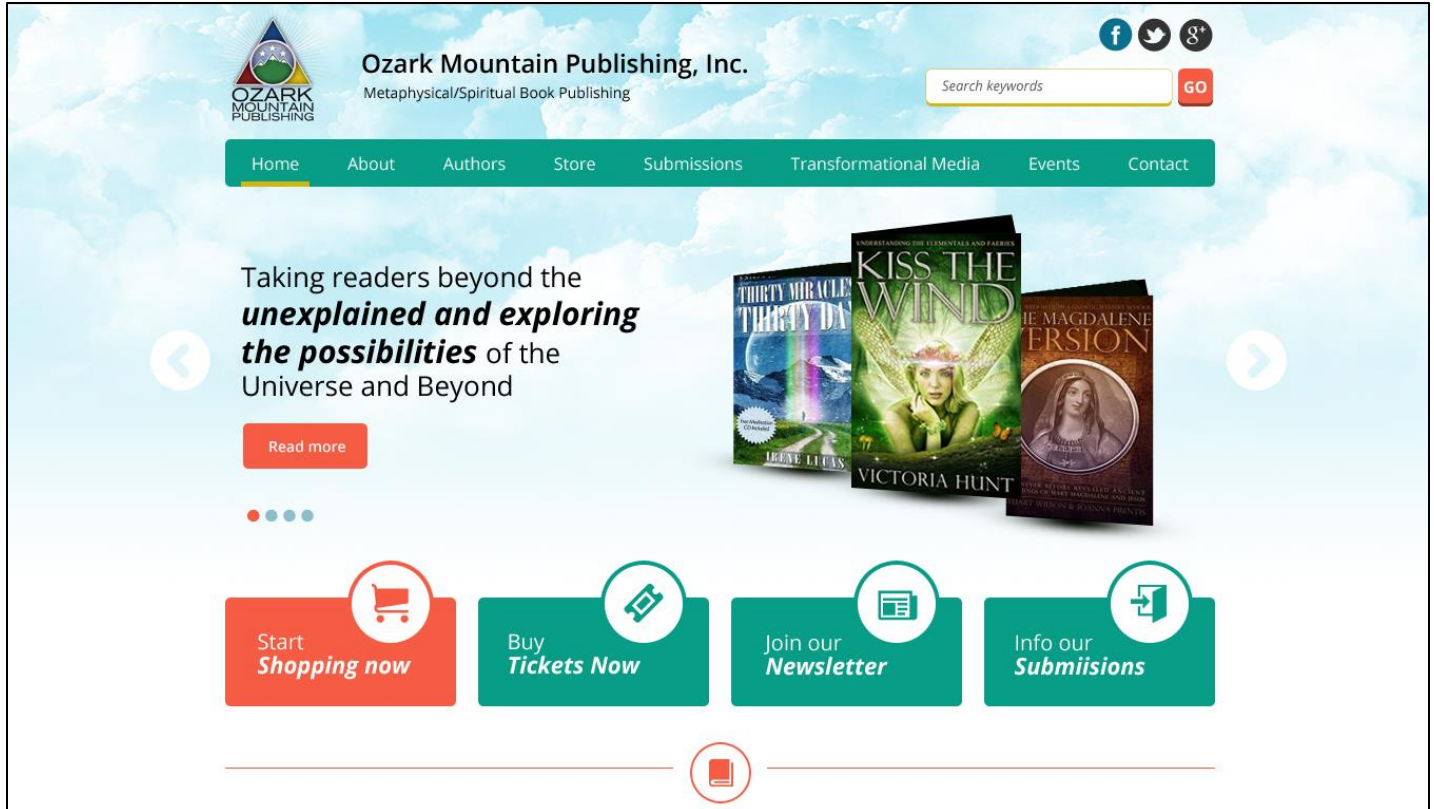
Solution


Impressed with the flexibility and scalability of Magento, the client engaged with ISHIR to help build their e-commerce site. After several rounds of discussions with the client and discovery phase, ISHIR's team built several key personas of the project. After customizing Magento theme, the team enabled site integration with a payment gateway. Additionally, the team ensured that different security layers be implemented to support online transactions. The website was also optimized to improve content availability and effective categorization of their products.

ISHIR's team enabled an agile and secure e-Commerce platform that populates e-books and makes them available for sale to their customers. The team also manages the events and blogs publishing functionality on the client's website.

Some of the key features of their website include:

- Easy and secure navigation
- Integration of payment gateway
- Integration of e-books (ability to procure and download e-books)
- Publishing of events and blogs




 **Ozark Mountain Publishing, Inc.**
Metaphysical/Spiritual Book Publishing

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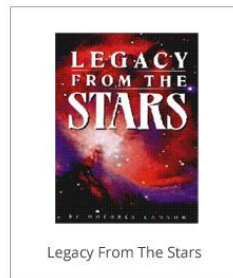
Welcome to **Ozark** Mountain Publishing

Ozark Mountain Publishing publishes only non-fiction metaphysical and spiritual material. Our purpose is to provide readers with accurate, interesting and educational information that opens the mind to fascinating possibilities. We hope that you will take the journey with us and explore the possibilities of the Universe and Beyond.

Ozark Mountain Publishing has been in business since 1992 and is located in the hills of the Ozark Mountains.

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Results

The client gained a competitive advantage with high availability, high performance and faster load times. After a few months of launching the website, the company's online sales revenue increased significantly.

Technologies: PHP, MySQL and Magento