



## HMB BUILDS A NEW ECOMMERCE WEBSITE FOR SPECIALTY DISCOUNT ONLINE RETAILER

The new website helps streamline sales, harden security and provide an improved user experience with new design and functionality.

### The Challenge:

Our customer's website needed a refresh. Running on antiquated technology that was no longer supported, the site was very challenging to maintain, becoming increasingly vulnerable to security breaches and did not provide a great user experience for customers shopping for their products.

Instead of being a powerful sales tool, the website had become an expensive tool that was failing to provide the kind of return on investment our customer required. They needed a way to monetize their website with a new, modern online experience that was easy to manage and helped customers get what they needed fast. Our customer also needed the new site up and running in eight weeks.

### The Client

Our customer is a large specialty ecommerce retailer.

### The Solution:

HMB partnered with our customer's internal team to design an efficient approach to get launch their new ecommerce website on time and on budget. Our team collaborated closely with our customer's internal design team to create an enjoyable user experience that helped customers find the deals they had come to expect quickly and easily.

Our project management and development teams quickly went to work building out the new framework for the website. Our tightknit communication, lead by our project managers, in conjunction with our talented development team helped ensure we launched the new ecommerce website on time, much to our customer's delight.

### The Results:

- Successful delivery of website in just 8 weeks, (half the time of their normal website launches)
- Discountglasses.com meets current ADA Compliance standards
- The new website resulted in a spike in site web traffic
- Our customer's website is now incredibly simple to manage and update with hardened security and reduced chance of breaches