PRICERITE

Pricerite is the first home furnishing company in Hong Kong to build an omni-channel retail network. Through optimization of Pricerite's Magento platform and integration with SILK, Rackspace provided a seamless online shopping experience for Pricerite customers.

BUSINESS

Pricerite Home Ltd. is the largest home furnishing retailer in Hong Kong.

CHALLENGES

Pricerite needed a technology partner with expert knowledge of Magento that could work with SILK software to provide customers a seamless and consistent shopping experience.

SOLUTIONS

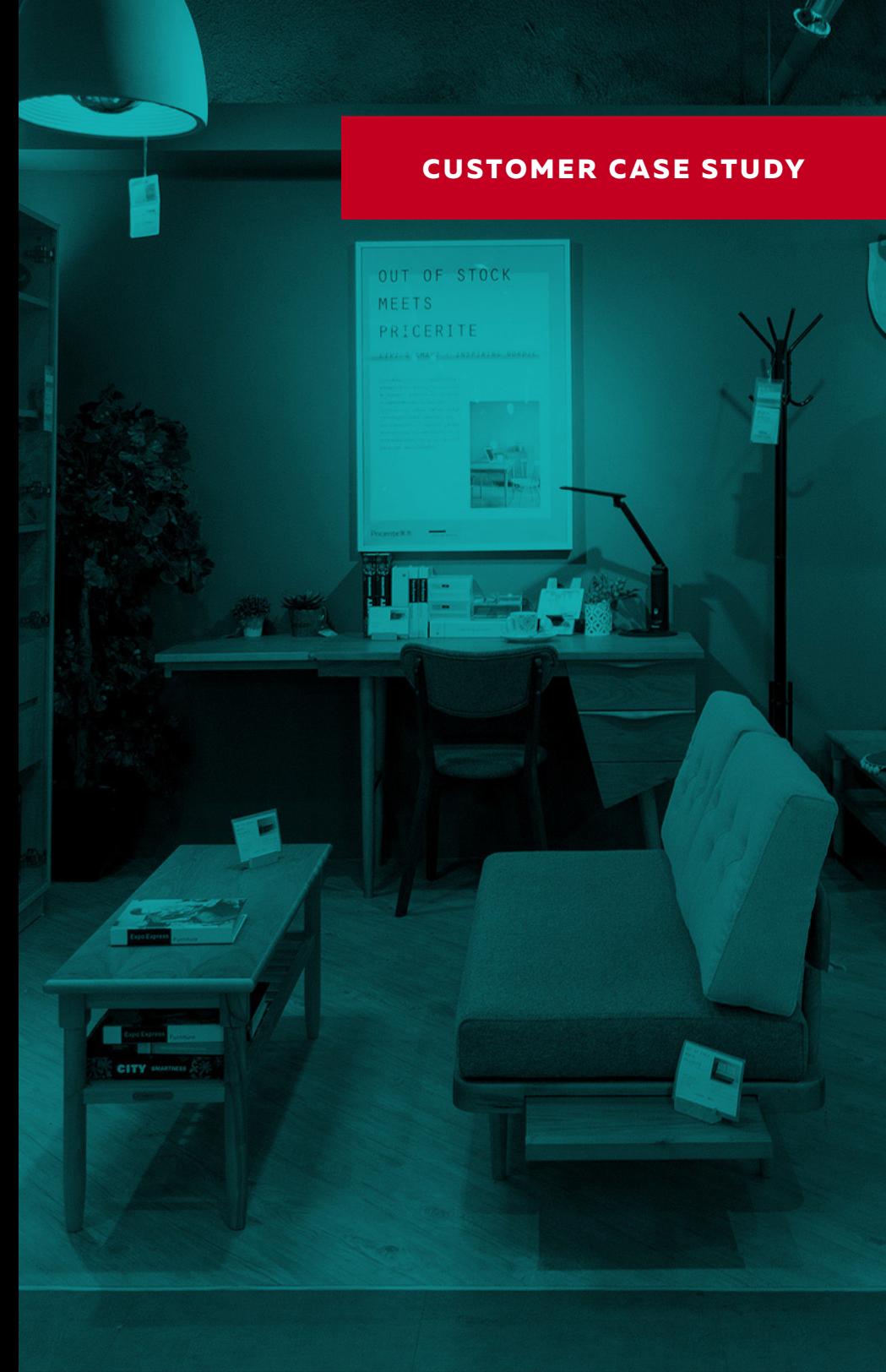Ecommerce Hosting, Website Hosting

PRODUCTS

OpenStack Public Cloud, Rackspace Managed Magento®

OUTCOME

Pricerite's omni-channel offerings run smoothly, allowing the retailer to focus on their core business of supplying customers in Hong Kong with a wide selection of furniture and household items.

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Pricerite drives omni-channel home furnishing with support from Rackspace

Pricerite Home Ltd. is the leading home furnishing retailer in Hong Kong, operating the largest home-furnishing chain with a growing online presence. The brand offers comprehensive smart-home solutions and is dedicated to improving the quality of life of its customers and helping them better utilize their living spaces. Pricerite is the first home furnishing company in Hong Kong to build an omni-channel retail network, and they aim to reform the traditional furniture retail industry by offering customers a seamless and consistent shopping experience anytime, anywhere. The company's mission is to become the top-of-mind one-stop home furnishing ecommerce retailer in Hong Kong.

Growth requires reliable partners

Pricerite knows that web stability and performance are critical to the omni-channel shopping experience and the success of the company's ecommerce business. In the past, Pricerite's ecommerce servers were not optimized to take full advantage of cloud hosting. "The servers were neither flexible nor fast enough to scale up our e-business and more importantly, the Magento platform was not supported with sufficient Magneto expertise, undermining the server performance," said Derek Ng, Chief Executive Officer.

Pricerite wanted to concentrate on its business strength — providing the best home furnishing solutions to their customers — and leave technical challenges to professionals. The company also needed access to experts with in-depth knowledge of the Magento platform Pricerite uses, and around-the-clock access to support to help ensure a consistently high-performing ecommerce site.

"SILK software is a global independent digital agency that creates and maintains critical websites on behalf of customers. They provide expertise with Magento, as does Rackspace, so we have partnered together to create an ecommerce platform for Pricerite," said Tien Ngo, Head of Operations, Rackspace Asia.

Wanted: Expertise in Magento

The expertise and experience Rackspace had managing Magento led to Pricerite's decision to partner with them. "They're the number one hosting provider for Magento applications, specializing in pre-configured, tested environments based on years of best-practice learnings," said Ng. "Rackspace provides dedicated expertise. The team is resourceful and responsive, with a fast turnaround time and great recommendations and guidance."

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DEREK NG :: CHIEF EXECUTIVE OFFICER, PRICERITE HOME LTD.

Together Pricerite, Rackspace and SILK have worked on several critical projects to reach the high levels of performance in Pricerite's ecommerce platform. Pricerite was facing challenges with website stability and availability, which was affecting their end-user experience.

Dong Xu, President of SILK Software Group said, "We understood that Pricerite's biggest issue was that their programming architecture hardly sustained their business growth, which led to a series of issues, such as an unstable operating system and unsatisfied customer needs. Our team provided a complete ecommerce solution based on Magento and also allocated our system onto Rackspace's hosting sever." SILK handles the application while Rackspace handles the infrastructure on which the application is running.

Migrating for a seamless shopping experience

Recently, Pricerite and Rackspace undertook the task of moving mission-critical applications and data from a local cloud-hosting company to OpenStack® Public Cloud.

Ngo said Rackspace Managed Operations is best suited to help Pricerite achieve their goals to provide seamless shopping experiences for all. "This is our top-tier service level on the public cloud," he said.

When Pricerite first partnered with Rackspace, they were trying to overcome performance issues seen on their previous ecommerce environment. "The purpose of engaging Rackspace was to find a way to help improve the availability and overall performance on the Magento ecommerce platform," Ngo said.

Rackspace also helped Pricerite reduce computing resources by better utilizing the scalability and flexibility found in the cloud. This resulted in a 25% reduction in infrastructure costs. "More importantly, Rackspace helped us to fine-tune our server configuration and boost loading performance by more than 100%," Ng said.

Pricerite also needed the flexibility to increase resource capacity at will. "Once Pricerite decided to move to Rackspace, we immediately identified the performance issues they had inherited from the old environment," said Ngo.

The new multi-channel solution on Magento integrates online and offline information across product information management (PIM), user experience (UX), points of sale (POS) and membership systems. This helps to simplify shopping processes and data management for Pricerite, and gives customers seamless omni-channel shopping journeys, including better product information, store location information, online purchase/checkout processes and order tracking.

"Rackspace was able to diagnose our issues quickly, and enable us to resume normal business almost instantly. They are truly an extension of our team."

DEREK NG :: CHIEF EXECUTIVE OFFICER, PRICERITE HOME LTD.

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Fanatical Support adds extra value

Rackspace support has had a positive role in helping Pricerite meet their goals, especially in critical situations. "Their skills and services have also added extra value to customers' browsing experience when they visit our online shop," said Ng. He added that Rackspace's experience in supporting the Magento platform has helped them to identify the root cause of problems and provide solutions within a short period of time.

On one occasion, the company's online store encountered significantly reduced page-loading performance. Pricerite asked Rackspace for a diagnosis and solution, and it turned out that the company had been affected by two search engine crawlers. Thanks to 24x7x365 access to **Fanatical Support**®, the issue was diagnosed quickly, helping Pricerite resume normal business operations almost instantly. "Rackspace is truly an extension of our team, enabling us to focus on our ecommerce operation," said Ng.

The relationship between Pricerite, Rackspace and SILK is strong. To further develop their omni-channel experience, Pricerite is about to launch an ecommerce app. "Rackspace is definitely our partner of choice for strengthening our omni-channel retail network to ensure that customers enjoy a pleasant shopping journey," said Ng.

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ABOUT RACKSPACE

Rackspace is the #1 provider of IT as a service, in today's multi-cloud world. We deliver certified expertise and integrated managed services across public and private clouds, managed hosting and enterprise applications. Because Rackspace partners with the leading technology providers, including Alibaba®, AWS, Google™, Microsoft®, OpenStack®, Oracle®, SAP® and VMware®, we are uniquely positioned to provide unbiased advice on the technologies that will best serve each customer's specific needs. Rackspace was named a leader in the 2017 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide and has been honored by Fortune, Glassdoor and others as one of the best places to work. Based in San Antonio, Texas, Rackspace serves more than 150,000 business customers, including a majority of the Fortune 100, from data centers on five continents.

Learn more at www.rackspace.com or call us at **1-800-961-2888**.

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