



How QAsmartz built a Magento - based web portal for a leading metals dealer that has expanded their business globally and set them on a high growth trajectory.

THE CLIENT

Our client is a global eCommerce precious metals dealer. They have been selling precious metals, such as gold and silver, for over four years. Our client has offices located in Austin, Texas; Bartlesville, Oklahoma; and Las Vegas, Nevada. The mission of the company is to simplify the buying process of precious metals and illuminate the importance of financial responsibility and sound money that metals can be a good investment.

CHALLENGES

The client was selling their bullion offline and were increasingly finding the old way restrictive to new growth. Ecommerce seemed a logical choice of expanding reach and branching out into global markets. With an ecommerce portal, they would not have a big upfront investment like that of brick and mortar stores, capital outlay would be much less and they would not need many resources to run the online store.

APPROACH

- QAsmartz developed a web portal for the client that would get them new global clientele.
- The client needed a website that was extremely simple in feel and worked efficiently and was easy to use.
- The site needed to have a comprehensive Search for users to look up products.
- The site needed to be highly secure, have products showcased attractively and be responsive and highly secure.
- We decided to build the web portal upon the Magento platform which is user friendly, provides ready design themes and is responsive so websites display well on all mobile devices.
- The Magento platform offers multi-lingual support which was another helpful feature.
- Magento also offers easy third-party integration which also influenced our choice.

SOLUTION

- The web portal has been designed for optimum user friendliness, has a lot of white space and great product imagery.
- Real-time, updated prices of precious metals are displayed.
- Products can be filtered using Category, Brand, Price, Type, Condition and Weight among other filters.
- There is a Shipping Cost Estimator and provision for applying discount codes on the site.
- The website is built upon the Magento platform and the shopping process is fast, simple and secure.

RESULTS

- The web portal has created business growth for the client since their reach has expanded globally - they offer international shipping.
- Users can find what they are looking for easily due to the well categorized Search functionality.
- The user-friendliness and reliability of the site has resulted in a steep increase in traffic and sales.
- The company is shipping worldwide and the brand is getting more recognition and a presence in new markets.

Magento Certified QAsmartz Team



About Netsmartz, our parent company

Headquartered in Rochester, New York, with multiple offices across the globe, our parent company Netsmartz is a CMMi3 & ISO 9001:2008 certified company. Formed over 19 years ago, we currently have more than 1000 employees, a rich experience of successfully executing 2000+ projects and working with small companies to Fortune 1000 clients.



Global Delivery Center, Chandigarh

Company Certifications



**ISO 9001: 2008
CERTIFIED**

**ISO/IEC 27001:2013
CERTIFIED**

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