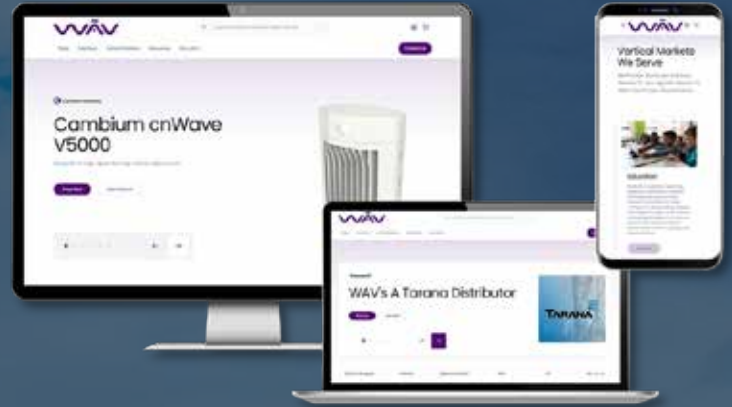




Web Development Case Study

WAV, LLC is a world-class distributor of wireless networking technology and support. They teamed up with Marcel Digital to build a new ecommerce website to improve their buyer experience and brand partnership resources.



The Challenge

The WAV team had a website with limited ecommerce functionality that hadn't seen a refresh in nearly six years. A cleaner-looking, user friendly new website was needed, but an enhanced shopping cart experience was also top of mind. One that could showcase their unique products and brand partnerships.

Additionally, two of WAV's own brands (Last Mile Gear and MBSI WAV) were not housed within the same site structure. It was a clear that the team needed a new CMS experience that kept all of their content in one place.



Developing The Solution

Marcel Digital needed to design a new ecommerce website that was mobile friendly, brand compliant, and user oriented. When developing the new website plan, the team first evaluated all of the existing site's content sections. This involved detailed site mapping, new information architecture, and of course, a sleek new design. The success of the Information Architecture can be visualized in the website's custom-developed mega navigation. It presents site visitors with an intuitive five-item drop down menu that leads with the online shop. Buyers have the option to browse all products or search by category and brand right in the navigation menu, making the path to purchase uncomplicated and efficient.

The ability to showcase certain brands on the site was a non-negotiable. The improved UX in the menu makes it easy for shoppers to find brand-specific products for an intuitive shopping cart experience, regardless of the buyer's familiarity with WAV or their brand partners. New users can shop with intuitive filters while experienced shoppers can search directly by model number. Moreover, it allows WAV and their subsidiaries to prioritize brands and seasonal promotions through a user-friendly Umbraco back office.

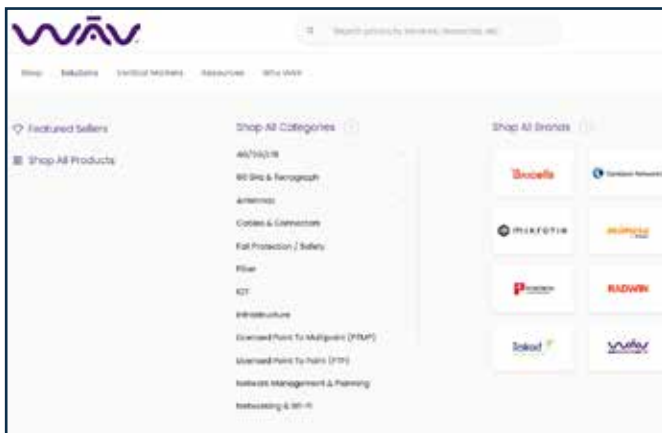
WAV's content resource library was also re-imagined as part of the new website. This was an important piece of the SEO migration, as the resource library consisted of many educational, keyword-rich content for customers. The resource library was set up to allow users to locate desired assets for specific products and brands effortlessly.



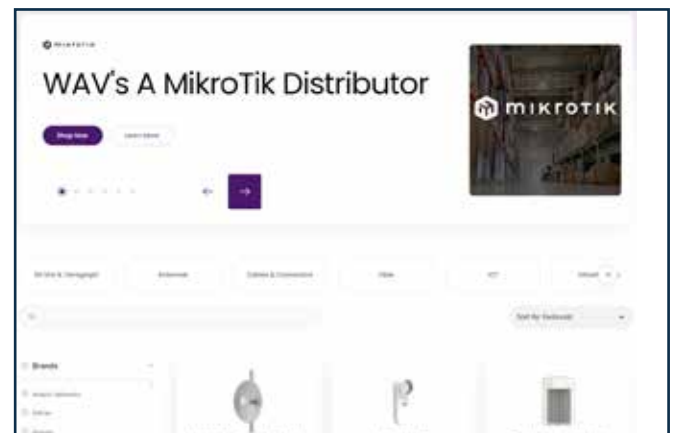
A new and improved sitemap and architecture



Restructured brand resource library



Integrating brands and product offerings



Nav products by categories and brands

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It was great to collaborate with the WAV team to build unique solutions to meet their business rules. NetSuite looks overwhelming at first, but we were able to work together to extract the required information for the users to get the information they needed.

ALEX VILMUR, DIRECTOR OF WEB DEVELOPMENT | MARCEL DIGITAL

NetSuite Product Integration

In order to get the sophisticated brand and product filtering needed for WAV's new shopping cart experience, the Marcel Digital team had to get to know NetSuite: their product inventory management tool. The early conversations around this integration helped inform a custom shopping cart integration for all three brands. Not only did this collaboration help deliver the best possible shopping experience for their customers, it also built a solution that was easy to manage internally for the WAV teams using software and processes they were already familiar with.

Through a successful integration with NetSuite, all product listings are now accurately pulled into the web stores while accounting for a variety of unique specifications. Product inventory is updated in real time on the WAV sites, along with pricing and current promotions. The dynamic NetSuite integration also accounts for currency and pricing variations for MBSI WAV, the Canadian arm of WAV's business.

The Results

A lot of elements came together to launch a completely revamped ecommerce website. Marcel Digital collaborated with WAV stakeholders to leave no stone unturned, including the site architecture, the NetSuite Inventory Integration, the visual design, and the improved buyer experience. All of these elements combined to launch a successful website that not only brought the WAV marketing team into the highest standard of ecommerce, but also set them up with the proper tracking and analytics functions along the way.

Prior to launch, Marcel's SEO team did a full crawl of the site to ensure content was optimized and that all pages were accounted for and applied to the new site properly. Their keyword-rich resource library contained a vast number of pages, including product sheets, video webinars, case studies, and more. All of these pages were recreated and optimized within the new environment and synced with

the previous site. A seamless redirect mapping strategy ensured no errors would occur with any page and that WAV would enjoy their legacy domain authority while they continued their growth.

The launch of the new website wasn't the end of the process either. Marcel Digital made sure that the WAV team knew how to use the latest Google Analytics (GA4) dashboards relative to their specific goals and conversion metrics. This crucial step gave them critical knowledge about their site visitors and behaviors, unlocking the ability to track purchase behavior and optimize their marketing initiatives into the future.

Finally, all WAV team marketing members were trained on how to use the new Umbraco CMS optimally. Before handing the keys over, the Marcel Digital team took time to educate their admins on how to design, optimize, and organize any new pages within the site's framework.

WAV's Website Launch Features



Successful NetSuite Integration



Seamless Inventory Management



Improved Site Architecture



Multinational Brand Integration



Easy-to-Use Navigation



Umbraco CMS Training



Enhanced Brand Resource Library

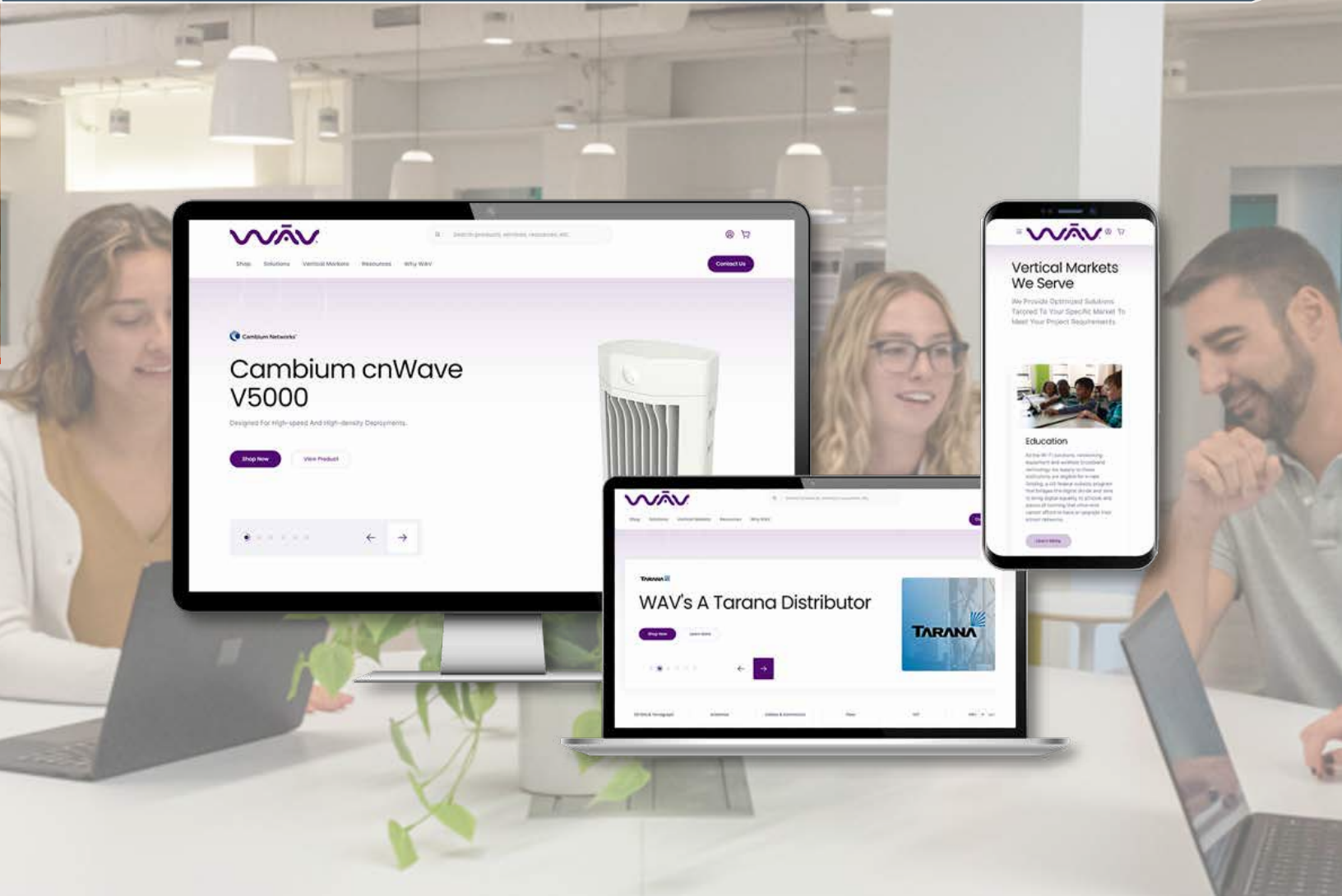


Long-Term Analytics Dashboards



Your Umbraco Partner

Marcel Digital helps a wide range of b2b organizations develop, launch, and upgrade the industry's best Umbraco websites. If there is a challenge with your current site, we'd love the opportunity to partner up and find solutions.



Need help with your website?

Our team has some of the best Umbraco experts in the business, ready to understand your unique challenges and website needs. Click the button below to reach out!

Contact Us