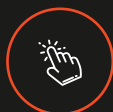


CASE STUDY



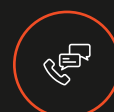
**“BEST-IN-CLASS” MAGENTO
HOSTING AND DEVELOPMENT
PROPELS JET SKI PLUS TO
50% ANNUAL GROWTH**



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For the last ten years, Jet Ski Plus has helped personal watercraft owners and dealers get the most from their machines. Jet Ski Plus offers both sales of new and used personal watercraft parts as well as service for those parts through various channels online and in a brick-and-mortar shop in Missouri.

OVER THE LAST TWO YEARS, JET SKI PLUS'S MARKETING EFFORTS HAVE RESULTED IN GROWTH OF OVER 50% ANNUALLY.



Read on to learn how Web 2 Market's Magento Hosting and Development services has been an integral part of this success.

The Challenge

In July 2014, the team at Jet Ski Plus received notification that it's current eCommerce platform provider they used to manage their inventory and conduct all their online sales would no longer provide service as of December 2014.

JET SKI PLUS HAD LESS THAN FIVE MONTHS TO TRANSITION OVER 10,000 PRODUCTS TO AN ENTIRELY NEW PLATFORM, WITHOUT DISRUPTING THE GROWING ONLINE TRAFFIC THEIR MARKETING EFFORTS HAD GAINED IN RECENT YEARS.

The clock was ticking when Jet Ski Plus approached us in September of 2014.



AT WEB 2 MARKET, WE RECOMMENDED THE MAGENTO ECOMMERCE SOFTWARE PLATFORM. Magento's complete front- and back-end services and huge range of customizable extensions made it the obvious choice for a unique business working on a truncated timetable.

Web 2 Market Leads **Transition to Magento**

One year after Jet Ski Plus approached Web 2 Market to help them transition to the Magento eCommerce platform, we spoke to Marketing Director Steve Carey about the transition and his company's experience with both Web 2 Market's service and the Magento platform. Jet Ski Plus faced a number of specific, and in some cases, unusual, issues in transitioning to a new eCommerce platform. The key challenge was to address all their requirements to ensure minimal disruption to the business.



1 START-TO-FINISH IMPLEMENTATION

The Jet Ski Plus team had little knowledge of how their previous platform operated, and didn't have time to gain the knowledge to seriously research and choose a new eCommerce platform. Magento, we could eliminate delays that might otherwise arise with work going back and forth between developer and host. Web 2 Market connected with the Jet Ski Plus team shortly after they learned that the shopping cart software they were using would be discontinued. Our team offered start-to finish implementation to ensure Jet Ski Plus didn't lose any uptime in the transition. Because we offer both development and hosting service with Magento, we could eliminate delays that might otherwise arise with work going back and forth between developer and host.



"I was not going to have the developer pointing at the hosting guy, the hosting guy pointing to the developer... the fact that they did both, to me personally, in terms of what was important, was hugely a critical factor."

— Steve Carey,
Marketing Director, Jet Ski Plus

2

EXPERT ADVICE AND **TURNKEY SOLUTIONS**

Jet Ski Plus received less than 6 months' notice that its current platform was going out of business. By the time they got in touch with Web 2 Market to discuss solutions, they had less than 3 months to transition their entire system, which included 10,000 individual SKUs and spanned a number of distinct marketplaces. Web 2 Market experts worked closely with Carey and his team to provide input and options to solve the problem his team was facing. Under tremendous pressure to make a potentially game-changing decision very quickly, he says now that Web 2 Market's team made him feel comfortable and removed the sense of panic from the situation, helping him make the final decision. And of course, the turnkey solution that Magento offered fit well into the accelerated transition timetable.

Carey: **"I didn't take months and months to make a decision, because I didn't have that luxury. I never could get really comfortable with the people on the other end of the phone, other than Web 2 Market."**



3

CUSTOMIZABLE EXTENSIONS **FOR COMPLEX NEEDS**

Jet Ski Plus had already established relationships with customers across a number of different eCommerce marketplaces using their previous eCommerce platform. They required a solution that would allow them to maintain sales and marketing initiatives not just on their own website, but across four eCommerce platforms including three on eBay and also their own physical store. They also hoped to expand their reach into other markets.

One of the reasons Jet Ski Plus chose Magento was the availability of thousands of extensions in the open Magento community. Web 2 Market's team helped them implement a range of customized features to serve their varied markets.

A year into their switch to Magento, Jet Ski Plus was employing no less than 85 custom extensions to manage their back end. Working with Web 2 Market, Jet Ski Plus also expanded their business to add sales through Amazon.

“The Magento platform offers us a very significant competitive advantage, in terms of flexibility, given the variety of ways we can present the product, we manage products, and sell products.” — Steve Carey, Marketing Director, Jet Ski Plus



EXTENSIONS IMPLEMENTED FOR **JET SKI PLUS**



ASchroder.com

SMTP Pro



Sphinx Search
Follow up Email



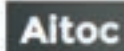
Google Shopping



SEO Suite Ultimate



Shipping Restrictions
Mass Product Actions
Extended Product Grid with Editor
Extended Order
Grid Image Upload



Configurable Checkout
Advanced Permissions

INFORTIS

Slideshow
Menu
Zoom
Brands



Varnish

WEB FORMS



Custom Report Writer



4

SCALABLE PLATFORM TO SUPPORT **RAPID GROWTH**

At the time of their transition to Magento, Jet Ski Plus had just seen a 50% year over year increase in their sales across their various markets. Not only did they need a quick transition to ensure they could maintain that existing customer base, but they also needed a platform that would scale to accommodate potential continued growth.

Magento offered both the customization options and scalability Jet Ski Plus's unique model demanded. The powerful platform offers support for up to 500,000 individual product listings and can handle up to 80,000 orders per hour, leaving plenty of space for Jet Ski Plus to grow their business. Designed for SEO efficiency and offering built-in upsell and cross-sell options, the Magento platform would not only support Jet Ski Plus's developing market, but also give them tools to help expand their reach.

“What’s most important in that process (is that) your back end systems give you the flexibility to use all the competitive advantage levers that you can think of. That system has to work for you, you can’t work for the system. It’s why Magento through Web 2 Market work perfectly for us.” — Steve Carey, Marketing Director, Jet Ski Plus



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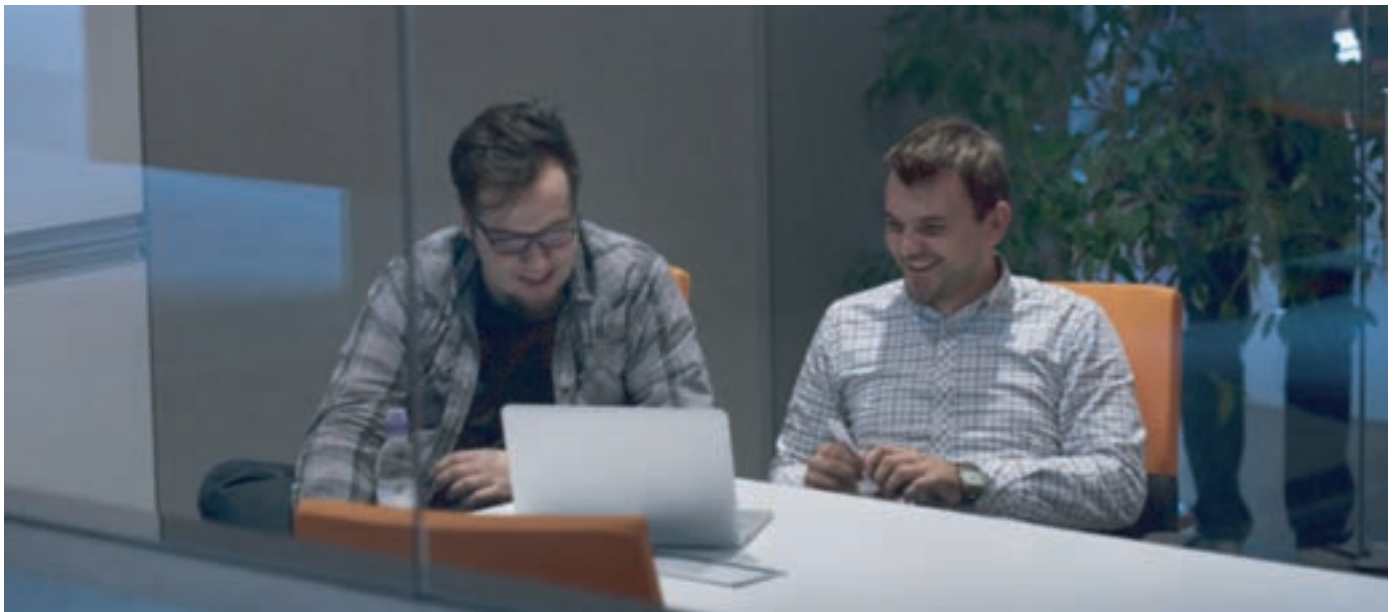
PERSONALIZED SERVICE FOR **EVERY CLIENT**

Even with a total of 10,000 SKUs in their system, and 6,000 products for sale at any given time, Jet Ski Plus juggles a lot of products for its demanding customer segment. The multiple markets add further complexity to their technical requirements.

However, no matter how large or small their catalog or sales numbers, the highly personalized service has helped ensure a smooth transition to Magento. Web 2 Market experts worked with Jet Ski Plus through every step of developing their site and transitioning their products. We made recommendations for extensions based on their needs and listened closely to their feedback.

We also offered them tactical training to help them maximize the benefits of their Magento package, rather than opting for a standardized, generic training program that might waste their time with aspects that weren't applicable or overlook.

"(Web 2 Market) are small enough to be personal with your business, but large enough to meet your growing needs." — Steve Carey, Marketing Director, Jet Ski Plus





“Best-in-Class”

Jetski Plus was able to transition seamlessly to magento system without interruption to their business in Less than 2 months, and experienced a second year of over 50% growth in their sales numbers.

“Without Web 2 Market, we would not have made it, period, end of statement. We would have been out of business, without a doubt. I don't think we could've got it done in time.”

When asked for 3 words that best describe Web 2 Market, Carey said simply, **“Best in class.”**



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