INT.

Accuride International

#DigitalSuccess Stories

INT. helps Accuride US upgrade its digital presence with a fully responsive website & PWA along with its ecommerce store in 6 months.

Accuride International Inc. (USA) is a manufacturer of commercial-grade drawer slides, linear track systems, and electronic locking solutions for cabinetry in commercial, residential and industrial applications. It is based in Santa Fe Springs, California, and has about 2000 employees at present.

In 2019, Accuride USA was facing a major issue with their North America based IT vendor. In the same year, Accuride USA launched their ecommerce presence. Apart from that, they had a business goal of testing the success of the mobile app in the market with a PWA (Progressive Web App). However, the vendor with whom they were working at that time, was not contributing to their business goals. Accuride approached INT. with the proposition to build the PWA.

About The Client

Industry

Mechanical, Industrial Engineering

Headquarters

Santa Fe Springs, CA

Website

https://www.accuride.com/en-us

Accuride is a global designer and manufacturer of movement solutions. Founded in 1958 by Fred Jordan, a longtime engineer, Accuride produces movement systems in the category of cabinetry, machinery, and other applications around the world.

Today, Accuride has nearly 1 million square feet of manufacturing space around the world, and is one of the largest companies in design and manufacture of sliding hardware.

The Problem Statement

➔ In 2019, Accuride USA wanted to launch a mobile app with a PWA for its customers. However, their North America based IT vendor was unable to provide adequate experience and expertise as expected by Accuride.

➔ The backend of the ecommerce solution was built on Magento. Accuride US had engaged a German vendor to provide solution and support.

The Problem Statement

➔ Accuride US wanted INT. to build a custom PWA keeping their current design identity. They wanted to move their complete website to PWA where the ecommerce was built on Magento and blog content on WordPress. The challenge for INT. was to build a custom PWA on Magento and WordPress that had multiple restrictions.

➔ With a connected system on multiple platforms and products (ERP, CRM), speed of transactions, and data flow needed to be optimized.

➔ They further wanted to enhance their website content and language based on specific country location.

Business Solution

Market Research & Consulting

Expertise in Magento, Headless CMS (GraphQL), PWA (Progressive Web App)

➔ INT. was responsible to build fully responsive web applications and PWA to optimise the customer experience across their platform. Furthermore, Accuride wanted their updated website to be able to optimize based on country location inline with their plan to expand into Canada & Mexico.

➔ Accuride's website was built on Magento and WordPress. Accuride wanted to create their own custom PWA that would include all the components of its website, store, and content sections.

Business Solution

Market Research & Consulting

Expertise in Magento, Headless CMS (GraphQL), PWA (Progressive Web App)

➔   The INT. team along with Accuride accessed their requirements, and proposed a solution that would decouple their Magento framework and move the entire front end to React (later updated to Reach JS). The blog section was moved from WordPress to a headless CMS - GraphQL, keeping the frontend on React.

➔   The proposed solution gave Accuride to build and deploy any number of features on their PWA, cater to multiple locations and language, and integrate to their CRM (SugarCRM), and their ERP systems.

Business Solution

Technology Stack

- Magento Business
- Magento Cloud
- PWA (Progressive Web App)
- WordPress
- Fastly (cloud computing)
- graphQL (Headless CMS)
- New Relic (Analytics)
- Act on(Marketing Automation)
- SLI (cloud-based search tool)

➔ The ecommerce platform that was completely on Magento was "Decoupled", and front end moved to React JS.

➔ For the website and content sections like blog that were on WordPress, were moved to GraphQL as backend and React JS as front end.

➔ Integration with existing CRM, ERP platforms, and operation tools like SugarCRM.

➔ Custom PWA was created on Reach JS with Magento and GraphQL as backend. The solution is robust enough to accommodate any custom feature for Accuride.

➔ The platform was optimised to increase speed by 15% to 20% and create a seamless experience.

➔ The website infrastructure was built to launch in other markets like Mexico, Canada in their local languages and content.

Product Glimpse
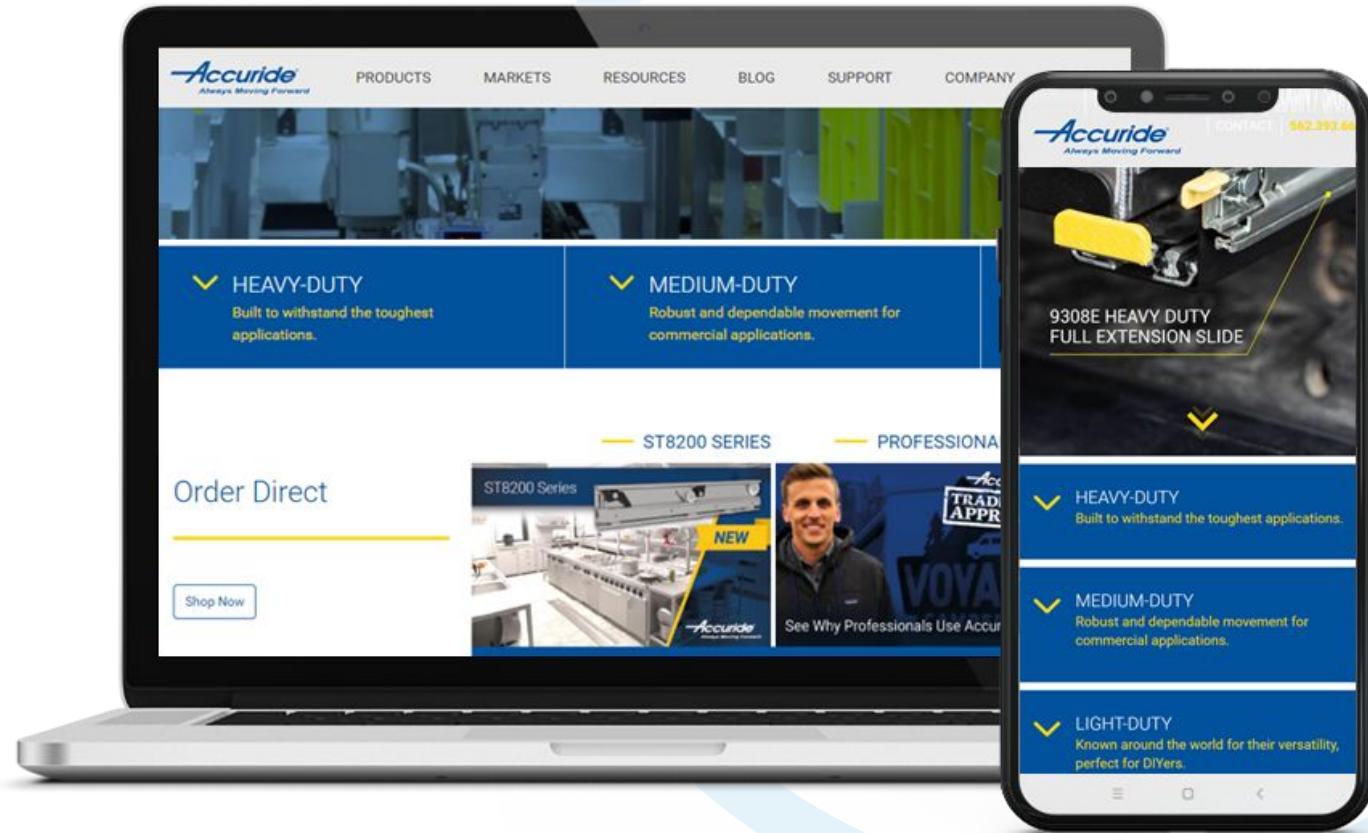
www.accuride.com/en-us

The Impact

INT. was able to bring about a complete digital transformation for Accuride US with their online platform connected with their internal systems, it also, extended its partnership with Accuride UK and Senseon.

➔ The entire transformation process and PWA launch was completed in 6 to 9 months. Accuride moved away from their German vendor too, and approached INT. to take over their backend development on Magento.

➔ Overall performance of the website improved by 15 to 20%.

➔ By offering easy access to cabinetry, machinery, and other movement solutions on any device at the comfort of home, DAU and MAU increased by XX% and XX% respectively.

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Onboarding Accuride UK

Accuride UK approached INT. to launch the ecommerce & PWA for its Europe market optimisation it for operation in 7 primary counties in EU

INT. developed the entire ecommerce and PWA for Accuride UK to launch in 7 countries in Europe.

The website and ecommerce infrastructure of Accuride UK was planned to make it available in the language of the 7 specific countries - UK, France, Germany, Switzerland, Italy, Poland and Denmark.

The website was integrated with Fourth Shift ERP and Hubspot CRM for financial and relationship management respectively.

The system was compliant with 7 locations, 7 countries, 7 tax systems, and 7 currencies.

Country specific shipping partners were also integrated with the ecommerce system.

Product Glimpse

www.accuride-europe.com/en-GB

3D tool Configurator for Senseon

INT. was able to build their ecommerce business along with a 3D tool configurator that users can use to customise their cabinet/drawers and place order.

➜ INT. built their ecommerce system with a 3D tool configurator. Users can customise their cabinet needs and place their order.

➜ The 3D configurator was equipped to provide the user an immersive experience in building the cabinet that they think would be most useful, test its functions, and then place order directly without adding individual components to the cart.

➜ The system was integrated with the CRM where the order was put on CRM automation to quickly process, and execute sales.

Product Glimpse
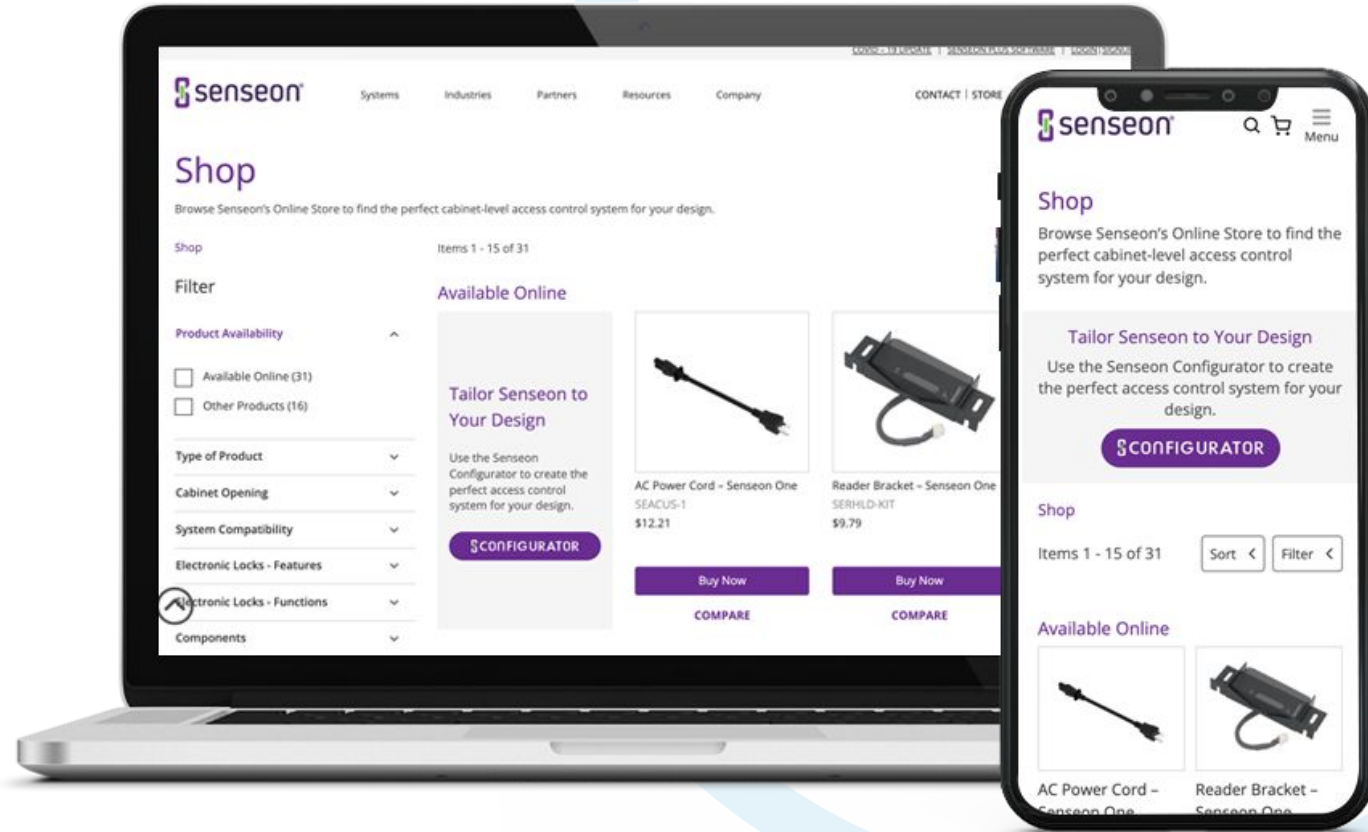
www.senseon.com/en-us/products/shop

23+
Years

750+
Professionals

11k+
Projects

6m+
Hours

A dedicated team always closely works with Accuride's in-house team to ensure proper communication . The team includes skills just not limited to - Backend & Front End Developers - Testers - UX Researchers - Project Managers - Business Analysts - Q&A Experts - UI Designers - Research Analysts

INT.

We Deliver
#DigitalSuccess

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