



Brakeworld's mission is to provide their customers with the best quality brake parts. They not only distribute brake parts, but also are a manufacturer of brake parts for passenger vehicles, heavy duty applications, and the military. They stock items from premium Italian, German, and U.S. rotor manufacturers such as: Brembo, Bradi, Balo, ATE, Rotor, Zimmerman; Pads by: Rotex, Axxis, Hawk, Ceramicool, Mintex, Ferodo, Rofren, Pagid, Disc Italia & xbrakes; stainless steel lines from Goodridge, Russell.

The Challenge – Why did we do it?

Brakeworld's had an existing website which was outdated in terms of design as well as technology. The website was in classic asp which made it impossible to reuse code and functionality and also hindered the overall speed and performance of the website. So one of the challenges was to upgrade technology so that performance could be enhanced to result in better sales and conversions. Also a modern layout was to be applied which made the website look more professional in its design, look and feel



Other than this migrating to a newer platform also meant upgrading the database and also importing the large parts inventory of brakeworld into the new database such that it would also the seamless part selection and ability of user to buy it using the easy checkout process. While some people made purchases using the website, there were many who were used to calling brakeworld associates to place their order. So a comprehensive and easy to use CMS panel for the brakeworld associates was of critical importance as it would allow them to place orders on behalf of customers.

Our Solution – What did we do?



As per the goals of the website and with respect to technology, Technousa proposed a solution in asp.net with SQL Server. In order to migrate the old website to asp.net, Technousa needed a detailed understanding of the existing functionality. The client gave an overview of various screens which was then verified by the business analysts and testers at Technousa to understand the flow of data across various screens. The client provided their parts inventory data which was several thousands in multiple spreadsheets.

Technousa's technical architect studied the parts spreadsheets and the existing database to work out the algorithms for importing the inventory into the new database. The earlier inventory was spread across various tables, so the architect also provided a new uniform structure for all products such that the same code would be used for all product categories. The import process coding was very tedious as there were many rules to be applied while looking up data in the spreadsheets and importing them to the respective database tables. Hence, once implemented this also required exhaustive testing.

Technousa understood the complete flow of the website including the CMS panel and worked out which options were needed in the upgraded website. The developers started with importing of first set of product category which was Rotors and also implemented other functionality also with it so that the testing could be carried out with one set of products first. Once the coding was complete, it was deployed on to our internal staging server where the testers were to test it as per the flow of the old website and make sure that the all functionality was bug free. The role of testers in testing the functionality with respect to migrated inventory was also of utmost importance. Post the testing, the deployment team, deployed the respective release on client's UAT so they could verify the release at their end.

The website had to be responsive, so all pages were to be tested across various devices as well.

Technousa carried out the go live for the upgraded website and assisted in fixing of various 3rd party APIs in production like devexpress for invoicing and PayPal integration for payments.

The website along with the import of inventory parts and the CMS panel had much unique functionality, some of which are mentioned below:

- ✚ Import of brake parts in various categories viz. Rotors, Calipers, Brake Drums, Brake Pads, Brake Lines, Brake Shoes, Pad Sensors, Brake Fluid and Brake accessories.
- ✚ The import was done using a spreadsheet of various brands and then two separate spreadsheets for each product category. For example once the brand spreadsheet was imported, rotors data could be imported using its app guide and Prices spreadsheets.
- ✚ The App guide excel consisted of various brake parts based on year, make and model and the prices excel then had the brake parts available in various brands along with actual part number, prices and many other details for the respective brake part`.
- ✚ The prices spreadsheets had a lot of data to process with most of them having around 80 columns and rows running over 50,000. But the import process was very quick in spite of such huge data and took maximum 3-4 minutes.
- ✚ The products were accessed using a combination of year, make and model and could be filtered in various ways through product categories, brands or directly using year/make/model and then selecting the respective category.
- ✚ Each product could be accessed using its details page, which in turn had “Add to Cart” button which presented to the user various parts with different specifications / prices and the user could add to cart based on his / her preference.
- ✚ The user can add multiple products, select shipping method and then checkout and make payment using the PayPal credit card option.
- ✚ Once the orders are placed, the user can track them through his / her account.
- ✚ The Admin / CMS panel also had the option to track orders as well as place new ones as can be done from the frontend.
- ✚ Once the orders are placed, the brakeworld associates after verifying the order submit it for processing so that the respective parts can be checked / procures and then dispatched to the customer.
- ✚ At each stage the status each part in the order is updated by the brakeworld associates. Manage Orders also had the facility to print the receipt, print labels, etc. Tracking of orders through various carriers in admin and frontend was also there.
- ✚ Return requests were also managed through frontend and admin.
- ✚ Invoices and Apply credit (for NET / wholesale customers only) were built separately on devexpress.
- ✚ Other than functionality, many SEO related static pages were also updated as per the new design.
- ✚ A new customer could be added using the CMS and multiple orders could be placed for the same customer from the admin panel unless intentionally cleared from session. Other than the usual customer, a NET / wholesale customer could also be added which had different process applied to their cart at the time of checkout.
- ✚ Brands also could be added through CMS panel.
- ✚ There was also extensive implementation of discounts as per the data imported into the system and various rules applied thereafter based on product and customer. Apart from discounts, the application also had Manage coupons functionality.



BREMBO RACE SYSTEMS

FOR THOSE WHO DEMAND THE ULTIMATE IN STOPPING POWER



ABOUT BRAKE WORLD

You found us! We are the nation's premier supplier for brake pads, brake rotors, calipers, and other brake related items. Whether you are looking for original equipment style brake parts, value line brake components for the price sensitive budget or you have come to us for what we are known for in the brake parts industry our performance brakes, you have found the right source. Brakeworld is different from your local auto parts store that carries the same run of the mill parts you can find anywhere. Unlike most auto related parts distributors we focus all our time and research into brakes, and brakes only. We are very particular in the brands we choose to sell, and have evaluated each product to be sure it will deliver excellent results for our customers. We specialize in stocking the highest quality brake brands on the market. We stock world renowned brands such as Brembo and Disc Italia which are the pinnacle in braking technology. Additionally we have added Chromebrakes rotors and pads to our product offering giving our customers a truly unique look, and we also carry a complete line of value priced oem style brake parts that will fit anyone's budget.

PRODUCTS

SPOTLIGHT

In the products spotlight section you will find some of the most commonly searched for brake parts. Click on any of the following categories to find more information. Once you have found the products you are interested in use our Year / Make / Model search filter to see what is available for your vehicle.

We Guarantee You The Lowest Price Everyday

- ▶ The Best Price
- ▶ The Best Service
- ▶ The Best Selection




PERFORMANCE ROTORS



DRUM BRAKES



STAINLESS STEEL BRAKE LINES

Our Process – How did we do it?



The Results and the Benefits

Brakeworld with its upgraded website gives a far superior browsing experience. The new website has offered an easy transition for existing customers and they can now access the product of their choice with far better speed and intuitive user experience. The website performance with many enhanced features has already seen an increase in its customers due to its easy to use catalog and superior product display. The seamless integration with its CMS has made business as usual possible from day one when Brakeworld went live and allows Brakeworld's associates to concentrate on processing and on time delivery of products.

Contact Us

To know how we can do more for your business, contact us at any of the following:

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