

Cundari

Cundari is Canada's most globally awarded independent agency working across an array of disciplines including research, strategic planning, brand identity, design, digital, advertising and media planning and buying. Cundari's deep partnerships with clients have translated into dynamic brand and business building ideas.

"Given the nature of our business, we don't have time to wait to respond to issues. It's a true partnership when support technicians actually focus on the issue and not try to pass the buck. The Tenzing team is dedicated to our success and I have been thrilled with their level of service."

Kawal Singh, Director of Technology, Cundari

The Challenge

With a client looking for performance and value Cundari needed to find a provider with Magento expertise.

The story so far

A well-established outdoor apparel client hired Cundari to execute a brand refresh and build a voice for the retailer, while still maintaining the brand's integrity. The creative team at Cundari built a campaign that highlighted the storied brand. The campaign included redesigned corporate, newspaper, outdoor and digital assets, including a new ecommerce site.

Cundari's in house team developed a state of the art ecommerce site, built on the Magento platform. The refresh included a visually appealing, user-friendly site with a user interface that provided a superb ecommerce experience.

The next step was to find a hosting provider for the site, something the team at Cundari knew was critical for a compelling user experience. Cundari looked at a number of vendors for the project and considered Tenzing based on a mutual client's glowing recommendation.

During the selection process the team was impressed with Tenzing's expertise, dedication to ecommerce and reputation within the Magento community. Within days, Tenzing was able to provide Cundari with a comprehensive solution that would improve the site's performance and save their client money.

Bring in the experts

As ecommerce specialists, Tenzing understands the seasonal nature of online retailing. That's why they suggested that Cundari should host the site on a scalable cloud platform like AWS (Amazon Web Services). Although Magento on AWS can be difficult to manage, Tenzing's expert teams and expansive support organization proved to Cundari that Magento on AWS, Managed by Tenzing was the right solution for their client.

"Tenzing has recognized the benefits of AWS and built a solution that complements and completes Magento on AWS, instead of competes. Their innovative offering allows retailers to leverage the scalability and reliability of AWS, as well as the benefit of Tenzing's impressive management services and expertise."

Kawal Singh, Director of Technology, Cundari

With much AWS experience on other projects, Cundari knew that scalable infrastructure would give the site flexibility to respond to variable traffic loads. Cundari's client was also happy that Tenzing's 24x7x365 support team meant help and support would always be available. As a Magento Silver Hosting partner, Tenzing also has the in-house expertise to manage and optimize the site and its performance, another major factor in the final decision.

Superior Service Shines

Since moving to Tenzing, Cundari and Tenzing's Magento team have worked together to build out a stable and high performing environment for their client's Magento storefront. Along the way, the Cundari team has seen firsthand what a difference exemplary support and service can make.

With the site's performance issues fixed, the Magento storefront can now take its place as the centerpiece of the retailer's brand re-refresh, setting the brand for future growth and success. Both the agency and client can rest assured that whatever the future brings, their scalable infrastructure, backed by Tenzing's support and Magento expertise, will ensure the performance of their online store.

About Tenzing

Founded in 1998 Tenzing is a web performance and security specialist for SaaS and ecommerce businesses. Tenzing delivers scalable infrastructure, fast networks, and great managed services to help our clients create remarkable customer experiences. Tenzing is SSAE16 Type II, ISO 27001, PCI-DSS and VISA PCI Certified with datacenters in the US, Canada, and United Kingdom and a partnership with Amazon Web Services for delivery of managed services globally.