



NO MORE  
SLEEPLESS NIGHTS  
for STRUCTUBE.



**Managed Hosting Partner**  
Tenzing Managed IT Services

**Development Partner**  
Absolunet

**Infrastrucutre**  
Amazon Web Services

**Ecommerce Platform:**  
Magento

Structube is a contemporary and modern furniture store that offers affordable, functional and stylish products for young professionals. Started over forty years ago, the family-owned business has specialized in selling modern, European-inspired furniture since the 1980s.



## The Business Challenge

With over 40 stores across the country, Structube originally looked into opening an ecommerce store over seven years ago. At the time, they realized that they needed to upgrade backend systems like their ERP, WMS, and POS. The team decided to work on those components first and built a lookbook site aimed at converting online browsers to store visitors.

Alongside their internal system upgrades, Structube began to invest in digital marketing. Instead of the multimillion dollar flyer and catalog campaigns that are typical in their industry, they invested in AdWords and Video tactics that would drive traffic to their existing site, increase store visits and sales. The campaigns were a success, surpassing their goals and proving to the team that quality partnerships would be an integral part of their online success.

Over time, as they worked through the back end upgrades, the team recognized that their custom site solution would not support the online channel they wanted to build. Although the solution had ecommerce functionality, it was difficult to update, and the connections to other systems did not function properly. Another issue was the systems security, as it was a custom solution it was challenging and expensive to stay up to date with security best practices.

## The Solution

As the internal system upgrades were completed, Structube began to outline their goal for ecommerce. They wanted to build an exceptional online experience that would mimic their stores, each of which were built with their unique market and location in mind. Technically, they also wanted to achieve fluidity between their store stock, warehouse inventory and customer information.

Their marketing agency Absolunet suggested that the Magento platform would suit their needs. As the number one ecommerce platform to the Internet Retailer 500, the team felt that Magento provided the user experience and flexibility they needed, as well as the ability to customize the solution in house.

Internally, it was important that the new site was well supported. Without an in-house system administrator, the team was keen to find a managed solution for infrastructure. Tenzing came highly recommended from contacts in the industry. Given that they were launching ecommerce for the first time, the scalability of AWS meant they could be flexible and responsive based on the sites engagement.

**“I love managed services. It is awesome to have someone to help you troubleshoot, not to mention, the monitoring means I don’t have to worry about the site staying live when I’m not at work. Given how essential uptime is for ecommerce, we don’t want to compromise our results or customer trust with a site that is down. Our team isn’t 24x7, so it’s important to our success that someone is always watching the site.**

**Tony Trew, Director of Marketing, Structube**

## The Results

The site launch has been a resounding success. Within the first quarter, the site was selling more than the retailer’s largest store, and conversions were steadily increasing. Consistent improvements, made possible by the flexibility of the Magento platform, allowed the team to increase their conversion rate by more than 275%.

The team has also found new markets for their products, with online orders from businesses like developers and design services helping them build future strategies. The team is projecting that the online channel will continue to become one of the largest parts of their business.

The flexibility and scalable solution that Tenzing provides means that they aren’t worried about the capacity of their infrastructure, or their ability to handle any technical issues. Alongside its relationship with Google, Magento on AWS, managed by Tenzing is an essential component of Structubes growth and success.