



Category Navigation

Fashion&Friends Case Study



SYNCIT GROUP

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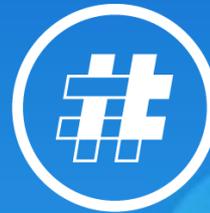


About Us

Our Company

Syncit Group is a European software development company specialized in end-to-end **eCommerce solutions**.

We are a Magento Business Solution Partner and an Adobe Solution Partner.



SYNCIT GROUP

Our Product

Athena Search is an advanced, SaaS-based site search built for **eCommerce** stores.

It is constantly self-improving thanks to Machine Learning and Artificial Intelligence.



Problem

A **slow loading speed** on a web page can lead to a lack of sales, conversions, and a general loss of traffic.

Modern consumers would prefer to search for a new page than spend time waiting for a page to load.



Why is the Page Load Time Important?



It is a primary ranking factor and is important for SEO.



It is important for potential leads and customer losses.



It keeps customers happy and brings profit to the company.

Why is the Page Load Time Important?



The speed of your site dramatically impacts your site's SEO and bounce rate. A high number of zero-second page hits means that **people don't wait** for your site to load before **they leave**.



The **one-second delay** resulted in a **4.9%** drop in the number of articles a visitor reads. The **three-second delay** resulted in a **7.9%** drop. Visitors read less when delays occur.

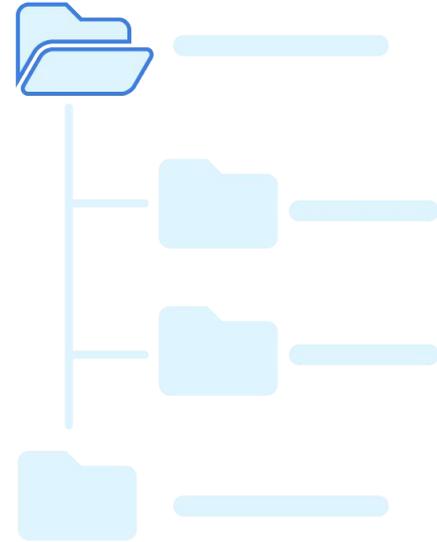


On average, if your website takes longer than **3 seconds** to load, approximately **40%** of your visitors will **abandon your site**. This means a slow website will drive customers away.

Solution

There are a few actionable steps business owners can take to improve the speed of their website.

Using **Athena Category Navigation**, we are now able to boost the loading speed of the Category Navigation page.

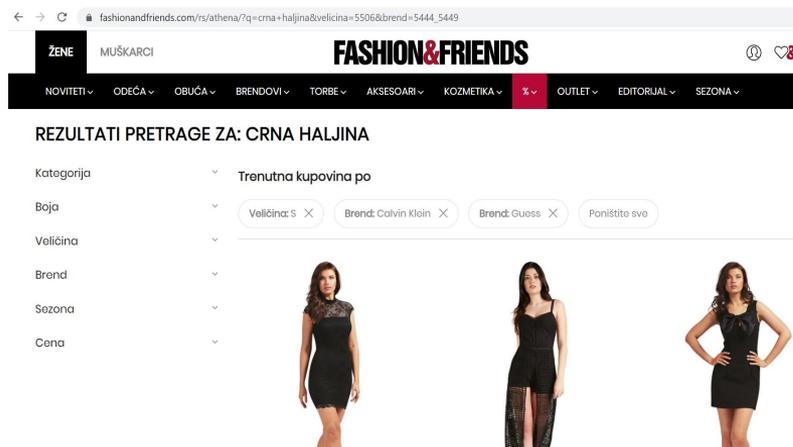


Solution

All the changes that occur on the data are usually handled by the eCommerce platform itself.

We have transferred this job to Athena Category Search, thus making eCommerce platform **servers less impacted** by the volume of the customers.

So, we get a much **higher speed** of the website and a lot **cheaper servers**.



FASHION & FRIENDS

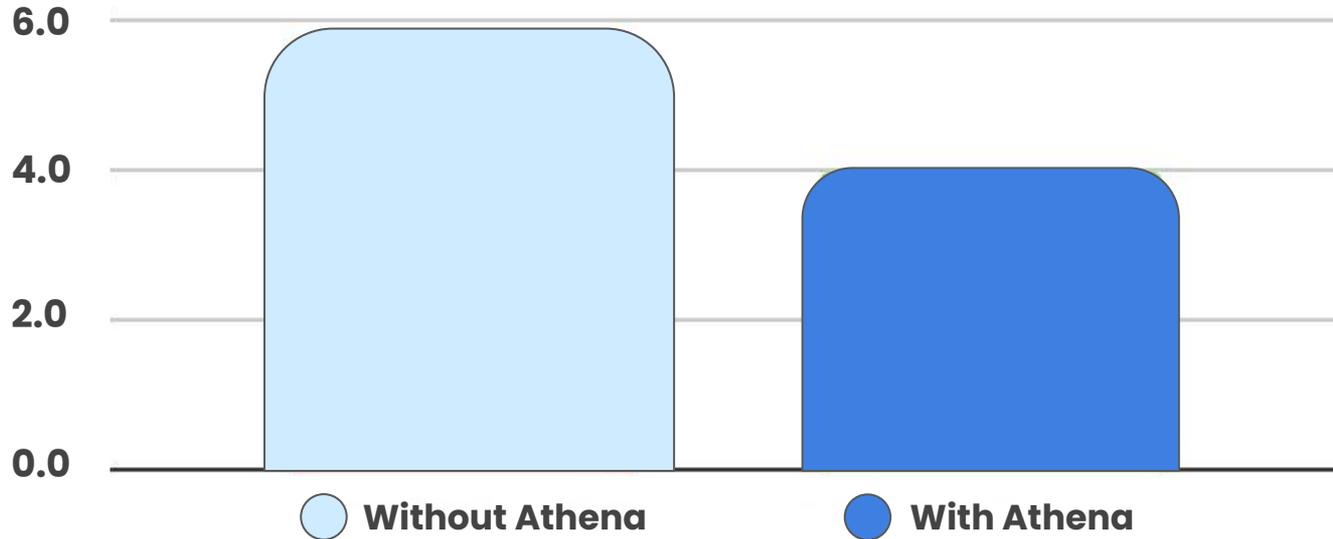
Case Study

This Case Study will present handling categories through Athena Category Search on the Magento platform where we achieved outstanding performance compared to default Magento category handling.

It will point out the speed of and the server power for the Fashion & Friends eCommerce store before and after the implementation of the Athena Category Navigation.

Number of Servers *

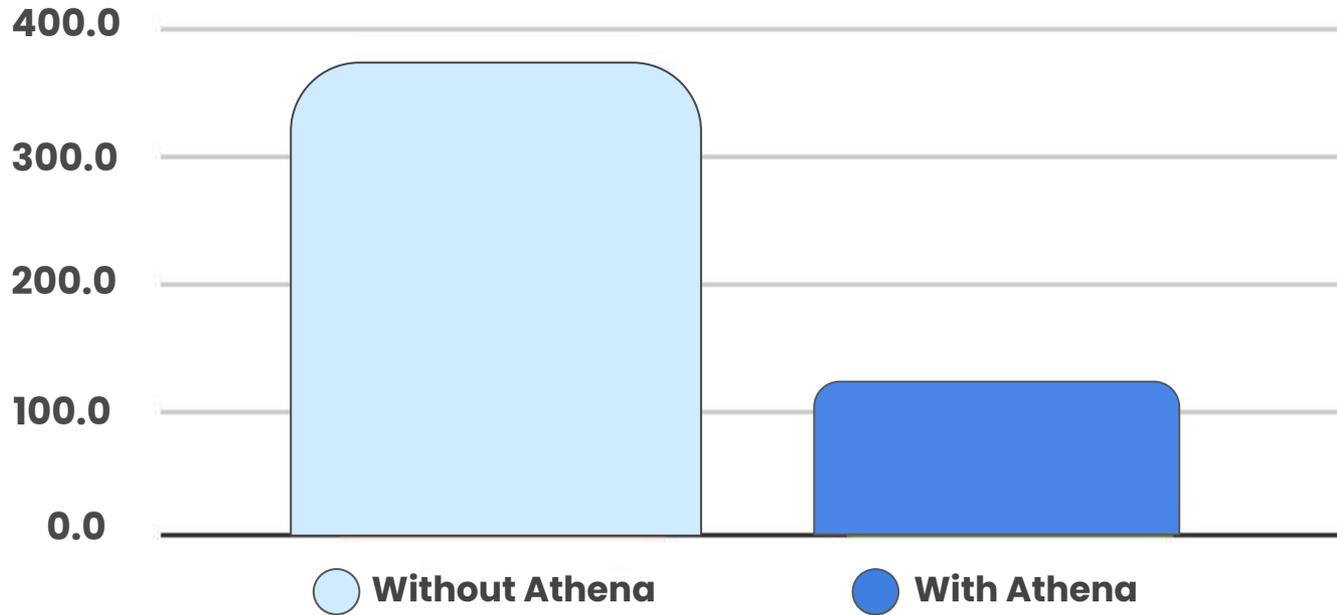
43.8% Improvement



* servers are Amazon AWS EC2

Number of vCPU Cores**

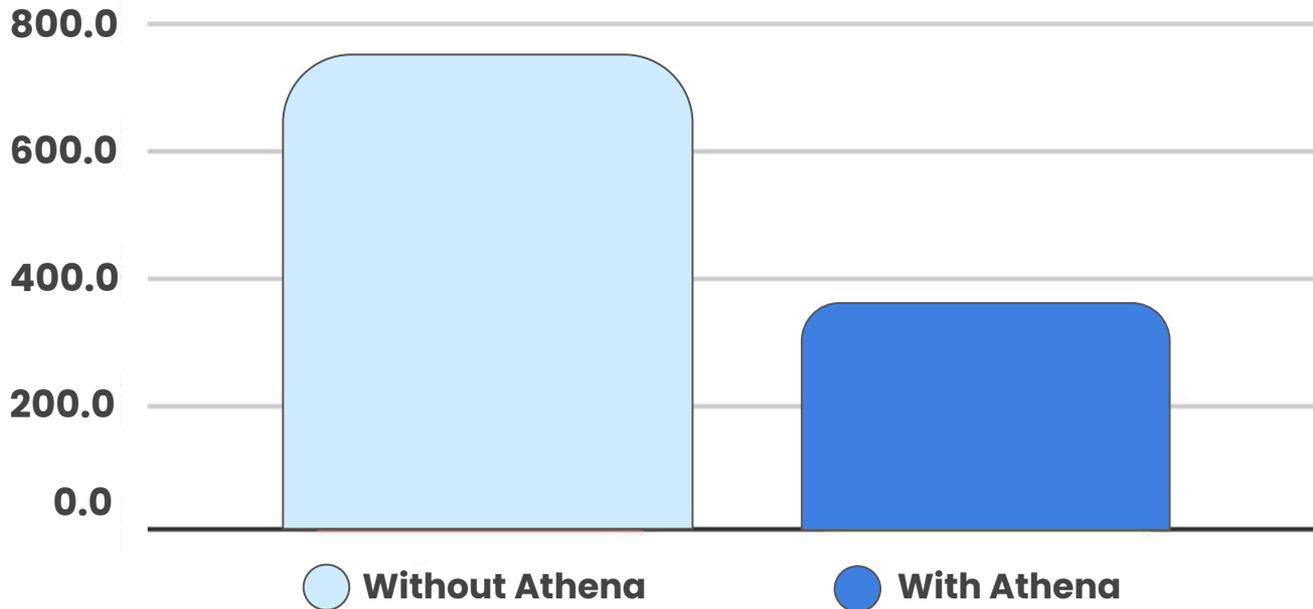
230.4% Improvement



** vCPU are AWS virtual cores

Quantity of vRAM (GB)***

11.1% Improvement



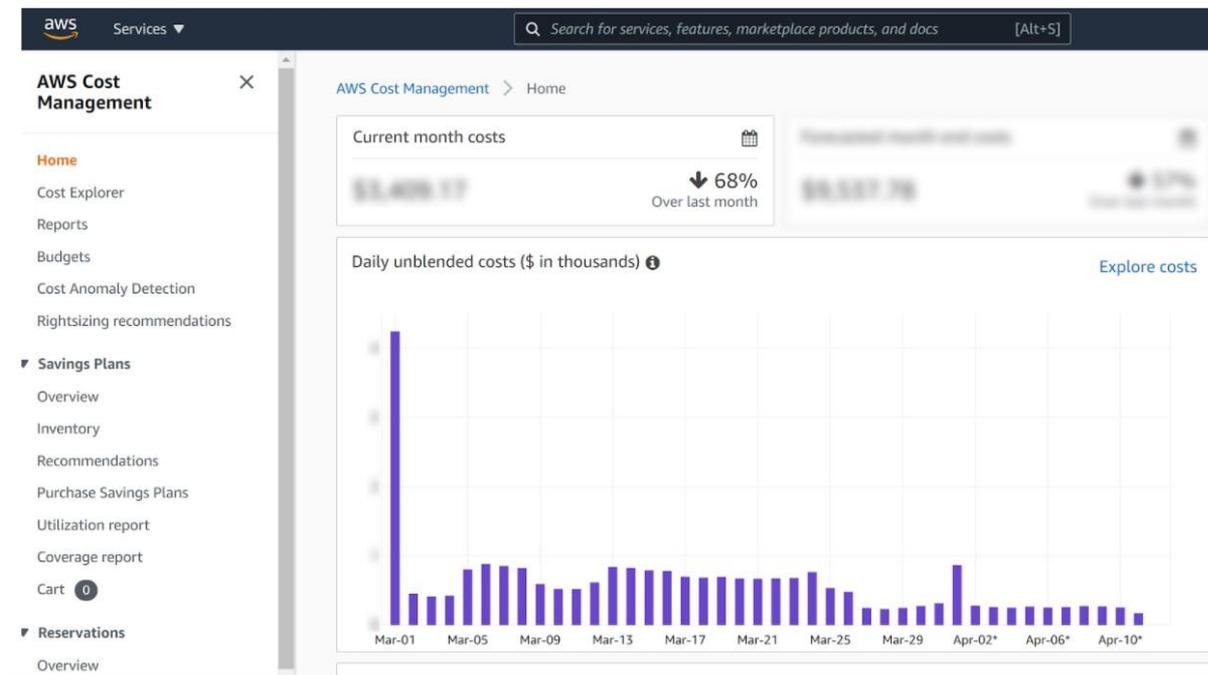
*** vRAM is AWS virtual RAM

What We Have Achieved

- **30.4%** reduction in the number of **servers** used,
- **69.7%** reduction in the number of **CPU cores** used,
- **52.6%** reduction in the amount of **RAM** used.

Magento controlling PLP			
Date	Number of Servers	Number of vCPU	Quantity of vRAM
15.01.2021	5.0	324.0	623.0
18.01.2021	5.0	324.0	623.0
05.02.2021	5.0	420.0	809.0
22.03.2021	8.0	412.0	816.0
Average	5.8	370.0	717.8
Athena Category Search controlling PLP			
07.04.2021	4.0	112.0	340.0
09.04.2021	4.0	112.0	340.0
Average	4	112	340
Hardware resource reduction	30.4%	69.7%	52.6%
Improvement in hardware utilization	43.8%	230.4%	111.1%

68% Reduction in the Server Cost



Magento vs. Athena Category Navigation

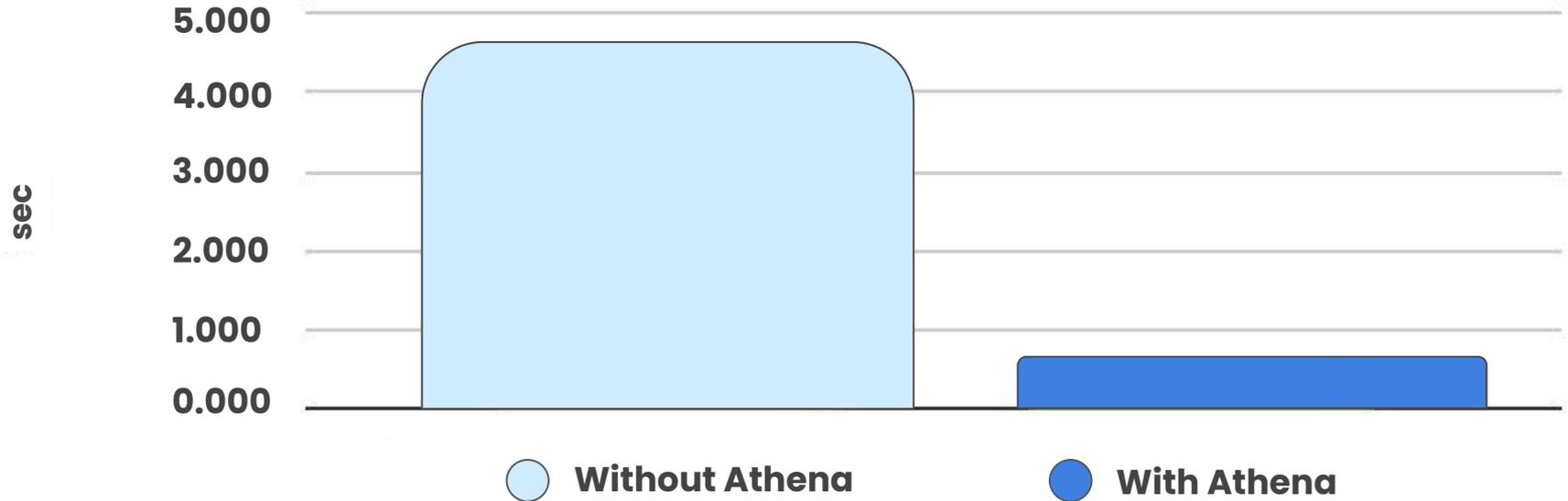
GTmetrix						
Magento controlling PLP		Users *	Sessions *	TTFB (sec) 1st filter	TTFB (sec) 2nd filter	TTFB (sec) 3rd filter
15.01.2021 10AM CET	Women Bags	267	395	5.190	4.600	4.470
18.01.2021 10AM CET	Women Bags	200	282	5.360	4.280	4.330
05.02.2021 10AM CET	Women Bags	285	416	5.470	4.390	4.370
22.03.2021 10AM CET	Women Bags	214	289	1.730	4.860	4.650
Average				4.438	4.533	4.455
Athena Category Navigation controlling PLP						
Athena Category Navigation controlling PLP		Users *	Sessions *	TTFB (sec) 1st filter	TTFB (sec) 2nd filter	TTFB (sec) 3rd filter
07.04.2021 10AM CET	Women Bags	157	209	0.526	0.544	0.534
09.04.2021 10AM CET	Women Bags	181	243	0.448	0.410	0.449
Average				0.487	0.477	0.492
Objective speed improvement in %				811.2%	850.2%	806.4%
Cumulative effect of performance improvement with hardware reduction in %				1878.9%		

TTFB – Time To First Byte

* Values gathered using Google Analytics

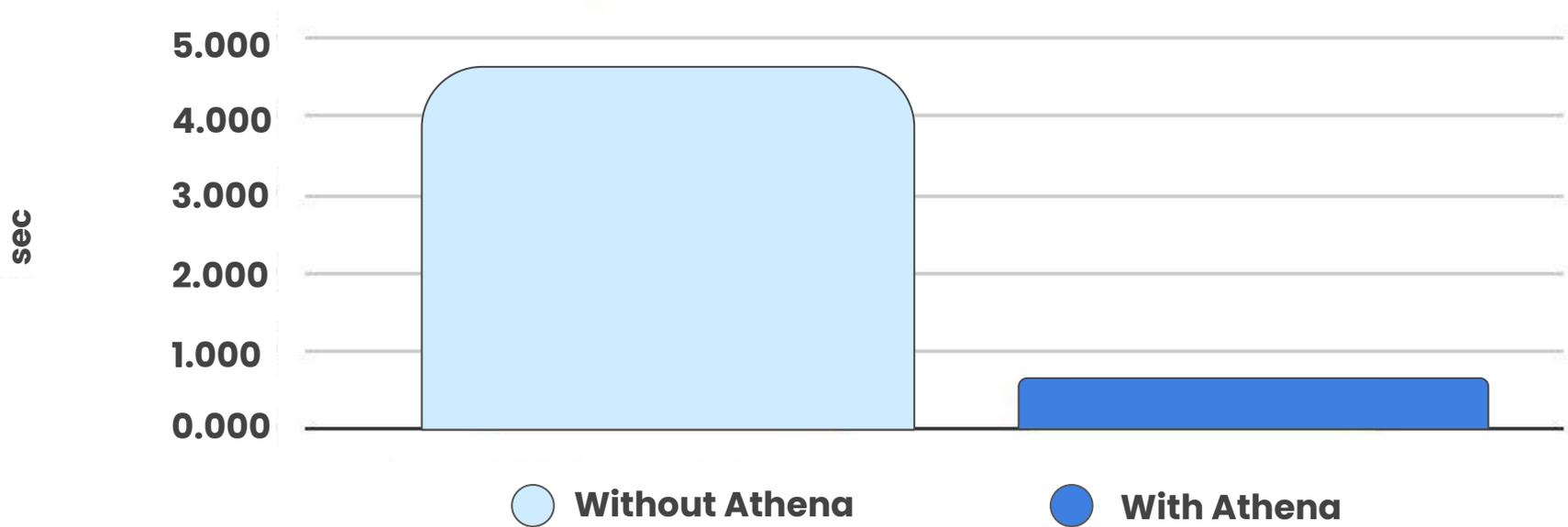
TTFB (1 Filter)

Speed Improvement 81.2%



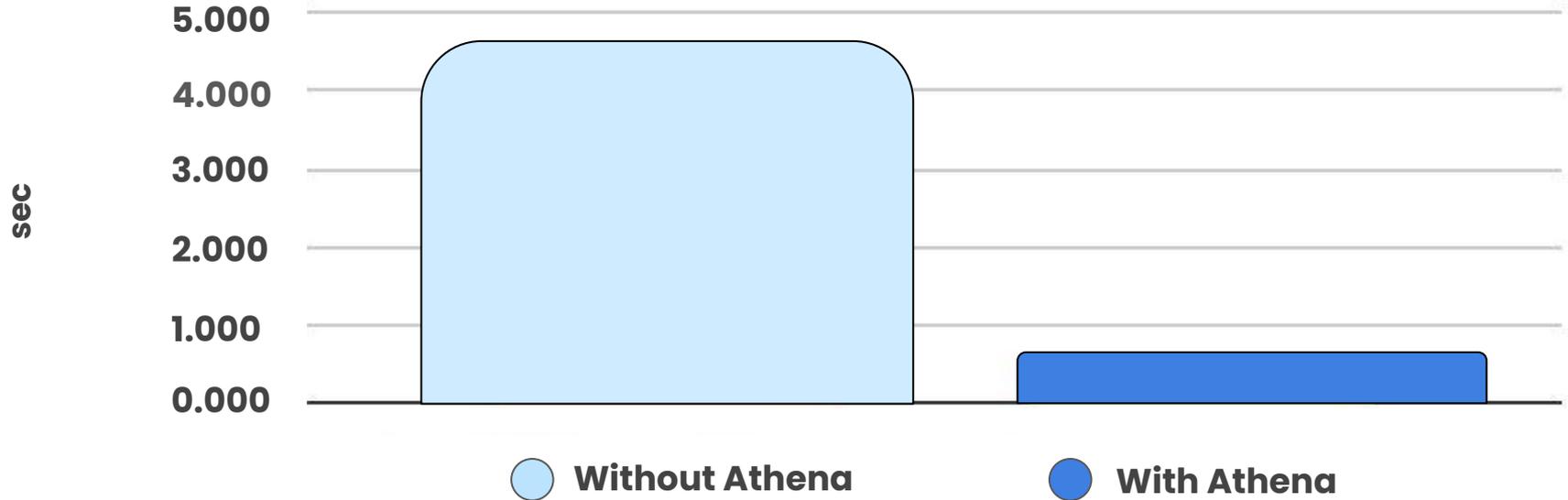
TTFB (2 Filters)

Speed Improvement 850.2%



TTFB (3 Filters)

Speed Improvement 806.4%



Conclusion

We have noticed a remarkable improvement in the response speed with **Athena Category Navigation**.

Not only have we reduced the load on the Magento servers by transferring part of the job to the Athena Category Search, but we also have greatly reduced the response time of the website on the category pages when Athena Category Search controls them.

Save time, save money.



Client's Words

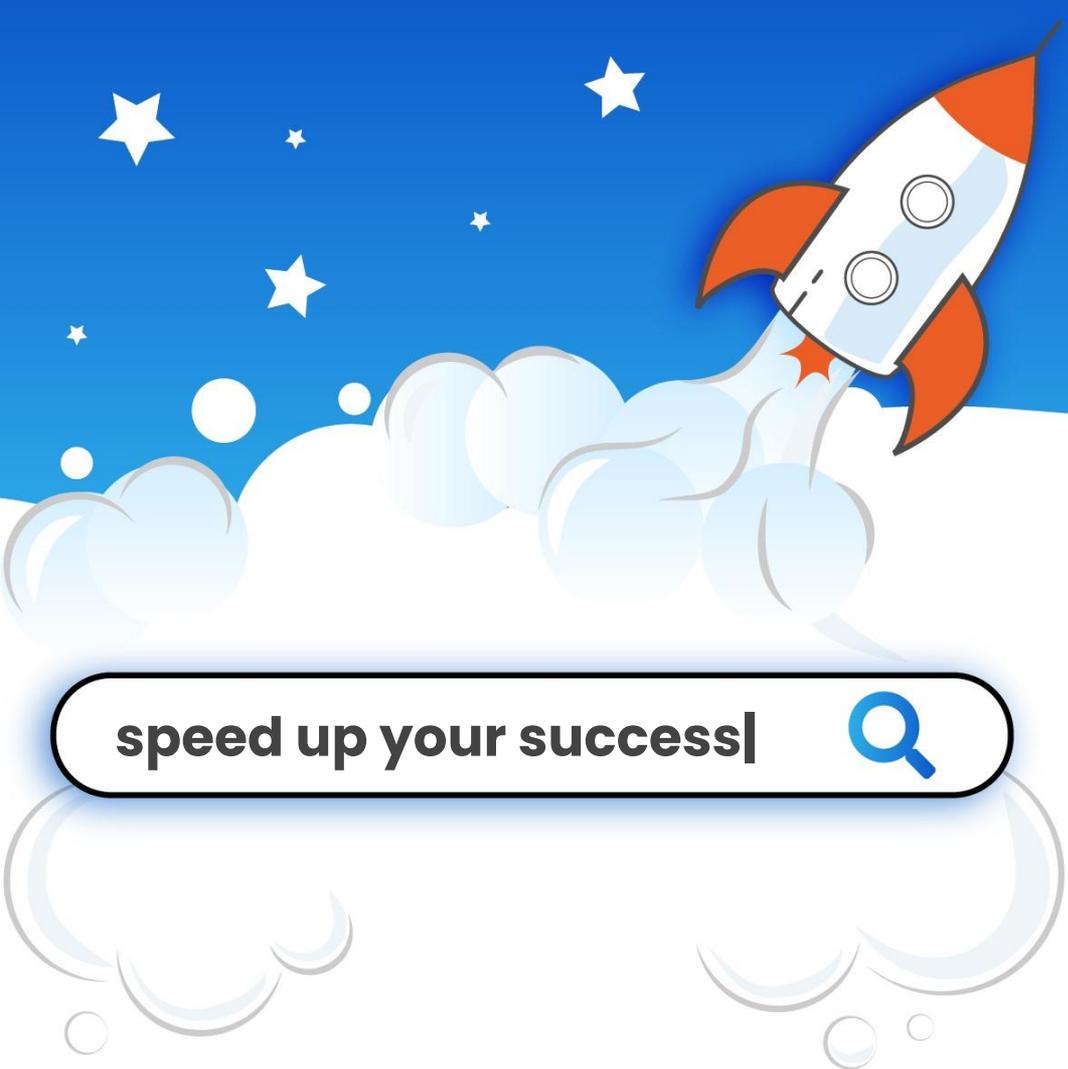
*"We have chosen **Athena** because of enthusiasm and devotion of Syncit, fast resolving process in any time, **excellent performance of search** and many, many special thanks for reduced costs of our hosting!"*

Site is flying on steroids now, and we are getting wonderful feedback about it."

Fashion&Friends Website



Dušan Brdar
IT Director
Fashion Company, Serbia



Useful Links

- [Athena Search Website](#)
- [Athena Search DEMO site](#)
- [Case Studies](#)
- [Magento 2 extension](#)
- [WordPress Plugin](#)
- [Schedule a DEMO](#)
- [Contact Us](#)

Thank you for your attention!

Should you have any questions,
feel free to contact us.

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