

## A CASE STUDY FOR:

# PRAXIS INFORMATION SCIENCE

PRAXIS IS BOOSTING ECOMMERCE SUCCESS IN MAGENTO

Rackspace helps systems integrator optimize performance of big names in e-retail.

### BUSINESS

Ecommerce system integrator and strategy experts specializing in Magento.

### CHALLENGES

Deliver highest-quality code and performance and a best-in-class experience.

### SOLUTION

Rackspace **Fanatical Support**® for AWS, Managed Application Services for Magento

### OUTCOME

Saved significant time, resources and cost in retained and new business.





Headquartered in Austin, Texas, Praxis is a comprehensive ecommerce agency dedicated to the development and delivery of innovative solutions, tailored systems integrations, and best-in-class design to global brands looking to outperform online sales as well as optimize performance.

Praxis works closely with customers to help achieve revenue objectives and performance objectives. When the company began in 2007, it specialized in general web development. Management soon evolved to focus on the open-source Magento ecommerce development platform.

"Praxis helps people create unique experiences in Magento," said Jon Bownds, Praxis CEO. "We are a Silver Partner with Magento. We understand the Magento ecosystem and leverage what we've learned from our work with many e-retailers to provide trusted technical guidance and best practices that we see throughout the industry."

## POWERING THE ECOMMERCE SUCCESS OF KENDRA SCOTT

From modest origins, Praxis client Kendra Scott has flourished. The jewelry retailer has seen vigorous growth into a global brand, that is sold both online and at iconic stores such as Nordstrom and Neiman Marcus. Both the in-store and online Kendra Scott experiences must be cohesive and are essential to the success of the brand.

Praxis developed an early version of the Kendra Scott site Color Bar – which allows users to prototype their own creations – ensuring a smooth experience on all digital platforms. Since then, Praxis further refined the Kendra Scott site interface to accommodate new designs and adapt to component inventories.

Praxis began working with Rackspace in 2013 after migrating the popular jewelry brand to virtual servers. "With each burst of the brand's growth came a unique set of challenges for us," said Bownds. "However, with the people and technology of Rackspace behind us, we were able to leverage specific expertise to address these challenges, help performance and support greater traffic."

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"THERE IS NO SUBSTITUTE FOR RACKSPACE FANATICAL SUPPORT® WHEN YOU NEED A KNOWLEDGEABLE EXPERT ON THE PHONE TO ADDRESS ANY ISSUES THAT MIGHT BE CAUSING PROBLEMS FOR THE CUSTOMER."

**JON BOWNDS ::** CEO of Praxis

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“RACKSPACE TAKES OWNERSHIP IN PROVIDING AN EXCELLENT CUSTOMER EXPERIENCE. THEY ARE STAYING WITH YOU THROUGH ANY CRISIS, AND THEY’RE GOING TO DO EVERYTHING THEY CAN TO HELP.”

JON BOWNDS :: CEO of Praxis

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## MAKING A DIFFERENCE

Another real benefit of the Praxis partnership with Rackspace is the strong relationship between the Rackspace account managers and the Praxis business development team.

“Working closely with Rackspace, we were able to connect with a few system integration projects that were in need of someone like Praxis for Magento,” said Bowns. “We helped these folks do integrations with Enterprise Resource Planning (ERP), putting together an inventory solution together that scaled well for this customer, and even creating for them a special experience to give their customers.”

Praxis also has seen improved performance and reliability at intense peak periods for e-retail traffic.

“Over the last year, we had some serious load issues and concerns about architecture,” said Bowns. “Rackspace sent somebody onsite and in working

with the Rackspace team, we were able to put in place hardware, application and software fixes that gave us 100% uptime during Black Friday and Cyber Monday for this particular retailer, which to them represented millions of dollars of value.”

The Praxis CEO added that the Rackspace relationship saved his company hundreds of thousands of dollars in retained and new business.

“There’s no question that Praxis customers have benefitted in terms of saved revenue that would have otherwise been lost as a result of downtime,” said Bowns. “Rackspace consistently brings forward best-of-breed ideas, and you can count on addressing very difficult problems with some of the best thinkers out there.”

Praxis has also benefited from the deep expertise of Rackspace Fanatical Support for AWS®.

“We had worked with other hosting companies, and it was clear that we were going to partner with Rackspace on all of our bare-metal servers,” said Bowns. “We are equally excited that Rackspace is now providing Rackspace Fanatical Support® for Amazon Web Services. As we migrate customers over to AWS, we are partnering with Rackspace to make sure that we are providing world-class support for that as well. It really fills a gap for us.”



# ABOUT RACKSPACE

Rackspace (NYSE: RAX), the **#1 managed cloud company**, helps businesses tap the power of cloud computing without the complexity and cost of managing it on their own. Rackspace engineers deliver specialized expertise, easy-to-use tools, and **Fanatical Support**® for leading technologies developed by AWS, Google, Microsoft, OpenStack, VMware and others. The company serves customers in 120 countries, including two-thirds of the FORTUNE 100. Rackspace was named a leader in the 2015 Gartner Magic Quadrant for Cloud-Enabled Managed Hosting, and has been honored by Fortune, Forbes, and others as one of the best companies to work for.

Learn more at [www.rackspace.com](http://www.rackspace.com).

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