



**KENWOOD**

CASE STUDY **KENWOOD**

## Getting Kenwood ready for Black Friday

Italian appliance giant De’Longhi entrusted the multilingual Episerver website of its Kenwood brand to Niteco, with one of the goals being better performance.

### — THE CHALLENGE

The client not only wanted improvements to their website’s code and performance, they also added new pilot projects to realize their vision of working with a one-stop shop vendor.

### — THE TOOLS

- Episerver Commerce 6
- Episerver CMS 6

### — THE SOLUTION

Niteco deployed a six-person team to handle the project, consisting of a project manager, a tech lead, two developers and two testers. They took care of extensive maintenance work on the site, which is a multi-lingual site encompassing a large number of global markets. The team was later extended to consist of nine people.

Our developers worked on fixing code issues, which had previously led to major performance issues for the website, especially on high-traffic days such as Black Friday. Thanks to Niteco’s efforts, Black Friday 2018 was the first time that the Kenwood site did not crash on that important day. Moreover, the website can satisfy a doubled amount of users and orders.

