SALMING

Full integration with the business system, unlimited number of markets, languages and currencies and a database that automates content management

UCOMMERCE
CONTENT & COMMERCE CONNECTED

SALMING

Background

The Swedish sports shop named after the famous hockey player, Börje Salming, strives to design state-of-the-art products within the categories: running, floorball, handball, squash, volleyball, badminton, and padel. With a mission of "no nonsense attitude" and "unrivaled feel", Salming develops products that are cutting edge in function, technology, and appearance. What began as a small Swedish company in 1991 is now one of Europe's most recognizable sport brands.

Challenge

As a result of Salming's success internationally, the need for a super performant website that captures all the advantages of a powerful e-commerce experience became more evident. Previously, Salming.com was divided into different sports segments which the company specialize in. This structure made it difficult for customers to navigate the website and, as a result, products were not easily discovered. On top of this, the technology used for the old site was somewhat outdated as it did not allow for optimal filtering and search.

Objectives for the Solution

» Achieve page load for search results in less than 300 milliseconds

» Allow customers to be able to explore more products

» Make salming.com a unified shopping experience

Solution

Salming has undergone an extensive digital transformation in order to combine all Salming's sport segments into one unified website as well as connecting the desktop version with the mobile version of the site. The new site is built on Umbraco 8, Ucommerce 8.4 and Ixit's own Accelerator that powers the business layer and the frontend.

With the learnings from the previous site in mind, Ixit knew what they could achieve on top of the aforementioned combination. Their focus was to improve search, filtering, responsiveness, and achieve incredible performance. All of their knowledge was poured into a strong unified commerce and content offer. During the development of the site, three different customer environments shared the same Ucommerce backend with different Umbraco frontends: B2C, the new and old site, as well as a B2B site.

Results

In January 2020, the new unified Salming.com was released. The result is, amongst others, a significant increase in orders placed per day, a brand new architecture that supports exploring more products, and an even stronger and more coherent brand which has eased their content management across different channels. Further, Salming now has the foundation to adapt to an unlimited number of markets, languages, and currencies with a database that allows for infinite variants. All of this achieved with super performance and exceptional search and filtering features.
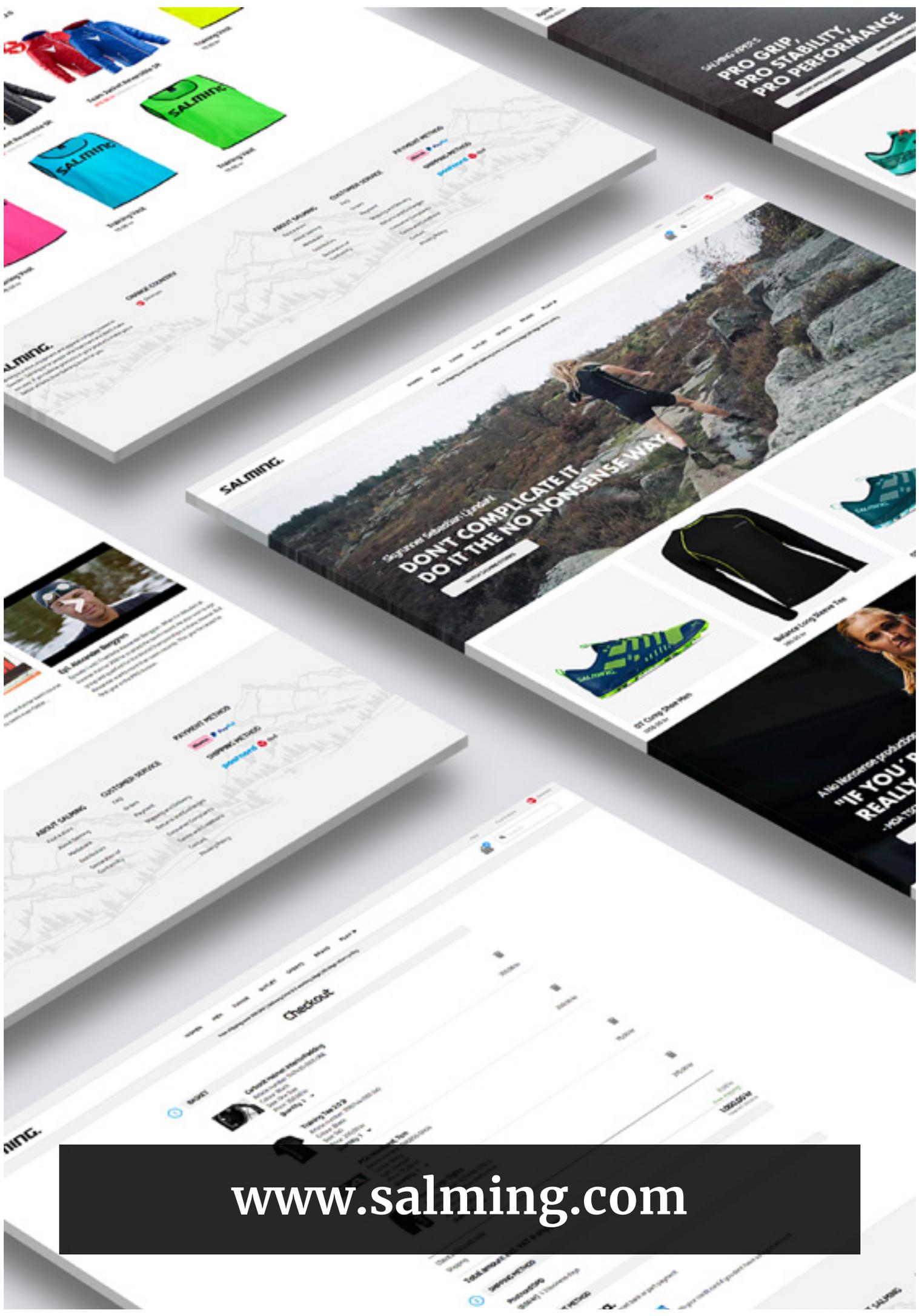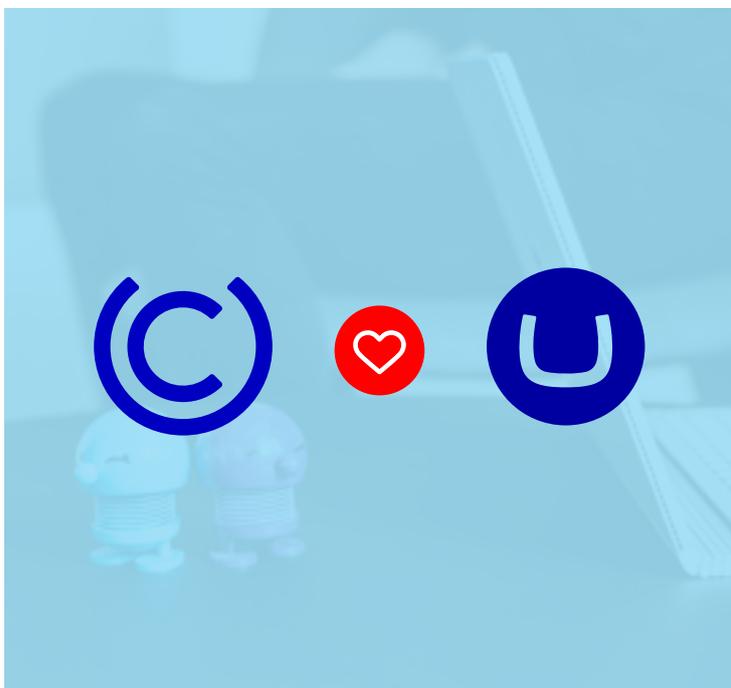
www.salming.com

The new site is 100 times better when it comes to search, filtering, responsiveness and it has super performance. Most things you do on the site will respond in about a tenth of a second.

Andreas Björk
CEO & Lead Developer
Ixit

Ucommerce brings content and commerce together

Ucommerce is the market's leading .NET based commerce platform, with the focus on bringing content and commerce together.

Through seamless integration with the world's leading web content management systems, Ucommerce provides a commerce platform that leverages all the capabilities of your WCMS.

Ucommerce is a global company empowering more than 3,000 websites worldwide. The company is headquartered in Denmark and maintains a local office in United Kingdom.

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