

remotelink® case study

Legacy Collectibles

Challenge:

Website outdated with no eCommerce

Solution:

Magento eCommerce Site

Business profile:

Investment grade handguns, branching out to collectibles

The Challenge:

Transferring from 'hobby' to 'business' required a rebuild of their site with business grade software.

Simple site changes took hours to upload making up-to-date content out of Legacy Collectibles' (and their clients') reach.

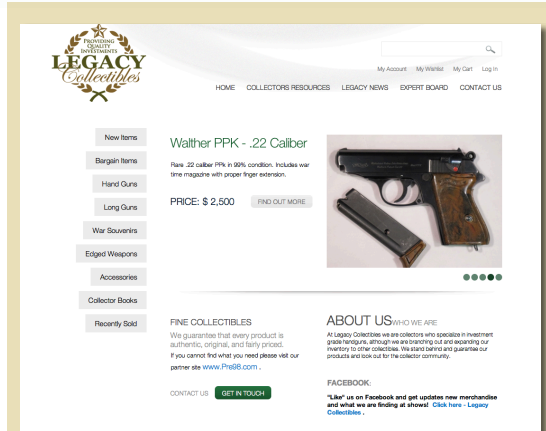
Lack of web design expertise made it difficult to produce a professional grade eCommerce site that would meet the expectations of clientele looking for their high-end products. Legacy Collectibles was reluctant to hire a full time web designer simply for regular inventory updates. At the same time they needed a scalable site that would grow with demand and inventory.

The Solution:

The RemoteLink Team suggested a Magento eCommerce Site with custom design. Magento could provide a site with painless uploads and RemoteLink could provide a well designed site with a look that was clean and simple.

"Many programs designed for this type of use tend to be buggy as the code is not always as well written as it needs to be. Magento was great to work with."

*Cristian Candia, Project Manager,
RemoteLink*



"Sales are definitely up!"

"True to RemoteLink form, they delivered on time, which meant our advertising wasn't ready. Despite that, we sold a \$2200 item within 1 hour of our site going live. And dozens of items in our first week!"

Tom Whiteman,
Legacy Collectibles CEO



When Tom Whiteman decided to transform his favorite hobby to a real business he realized his site was outdated with no shopping cart. His friend had built the site for \$30, but purchases required a phone call - this put a barrier between the client and the product and effected sales.

Why RemoteLink?

After investigating other site providers Legacy Collectibles was courted by the creators of the NRA site as well as others. But Legacy's past experience with RemoteLink was enough for them to decide which provider to use.

On time delivery:

"In the tech world on-time delivery seems unusual, we have had past projects up to 6 months late with little to no follow up. Cristian worked closely with Andrew to ensure we got what we needed when we needed it." Tom Whiteman, CEO

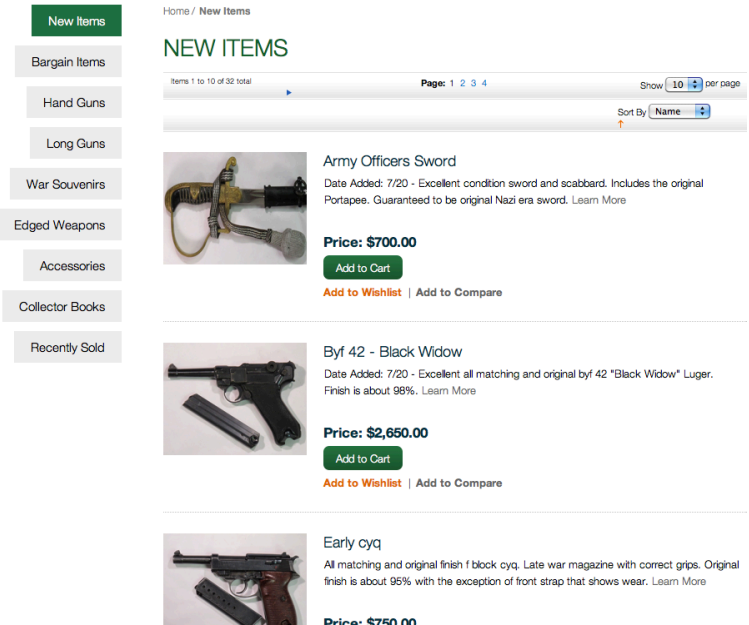
Quality Work:

Satisfied customers have described the site as Professional, clean and easy to navigate. The zoom feature for viewing details on fine collectibles is a client favorite!

Ease of Use:

"Once you are in Magento it really is pretty easy! We can change products in multiple categories and they show up right away. Entering Meta-data is simple. SEO works great too, we are starting to show up in areas we were not before."

Andrew Bartlett – COO



Best in Industry:

"It's been a home run for us. Fast updates, easy management on our end. I feel like we have the best site in our industry right now and the Magento technology will help us stay up to date."

About Client:

Legacy Collectibles specializes in investment grade handguns, while branching out and expanding their inventory to other collectibles. They value their product guarantee and the collector community. Selling quality products and helping collectors find the firearms and accessories they are seeking is key at Legacy Collectibles.

About RemoteLink:

RemoteLink is a cloud computing evangelist specializing in SEO, Magento eCommerce, SugarCRM, Google Apps and many other cloud applications. Utilizing our 16 yr custom software development expertise, we have developed custom integrations and extensions for several cloud products, and have the capability to create the customizations that your company needs to increase efficiency and ROI.

As an international business, we understand the critical need to effectively collaborate across time zones, language, and cultures. Using common, network-agnostic systems and establishing BPM (Business Process Management) methodologies, we help your business breakout of your private network to better collaborate with clients / vendors and keep pace with today's ever changing technology.