



**DRUPAL**partners  
A DIVISION OF INNOPPL

# Drupal Partners Case Study

## Drupal Development For Imperial Sugar Company

**Industry: Food Products**

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## Client Profile:

Imperial Sugar is a wholly-owned subsidiary of Louis Dreyfus Company LLC. The company manufactures and markets specialty sweeteners, pure cane sugar, and other products. On an everyday basis, they collaborate with their customers to solve business challenges, develop better products, and streamline the supply chain.



# Client's Challenge

Imperial Sugar relies on its eCommerce website to reach out to its customers and to generate revenue. It was migrated to the latest Drupal platform; however, it was still facing issues in terms of security and performance. Overall, the site needed a complete overhaul to optimize it to deliver the best. The first level conversation with the client revealed the point that the migration was incomplete.

# Our Key Findings:

Site score is the measure of how well a website is optimized to rank on search engine results pages. A quick check on the Imperial Sugar ratings exposed that their score as less than 40. Further, to better apprehend the glitches and hiccup areas that were ruining the site's performance, we ran a complete audit of the website, and many issues came to light. Here are our key findings:

## ✓ Page Load Timings

Our client's site pages had poor load speed which directly impacted user engagement and the business's bottom line. The average time the web pages took to load was 27 seconds.

## ✓ Security Issues

Security flaws in popular web software and a few other programs running on outdated versions needed updates to patch the security loopholes. It was essential to run maintenance and update check on every software product in use.

## ✓ Server Issues

Server issues impacted website performance. There was a dire need to understand, communicate, monitor, check logs, to provide the right solution.

# How We Solved The Client's Problem:

## ✓ Addressing Drupal 8 Migration Issues

Our experts analyzed the site and found out the issues related to Drupal8 migration. We customized the codes in the backend to sync it properly.

## ✓ Fine-tuning website performance

Web pages, images size, content, etc., were all thoroughly inspected and fine-tuned or replaced to match present-day online requirements.

## ✓ Getting Rid of Outdated Software

We analyzed and identified a few of the outdated software running and hindering the overall process - Varnish, Apache, Solaris are to name a few. The softwares were either updated or replaced.

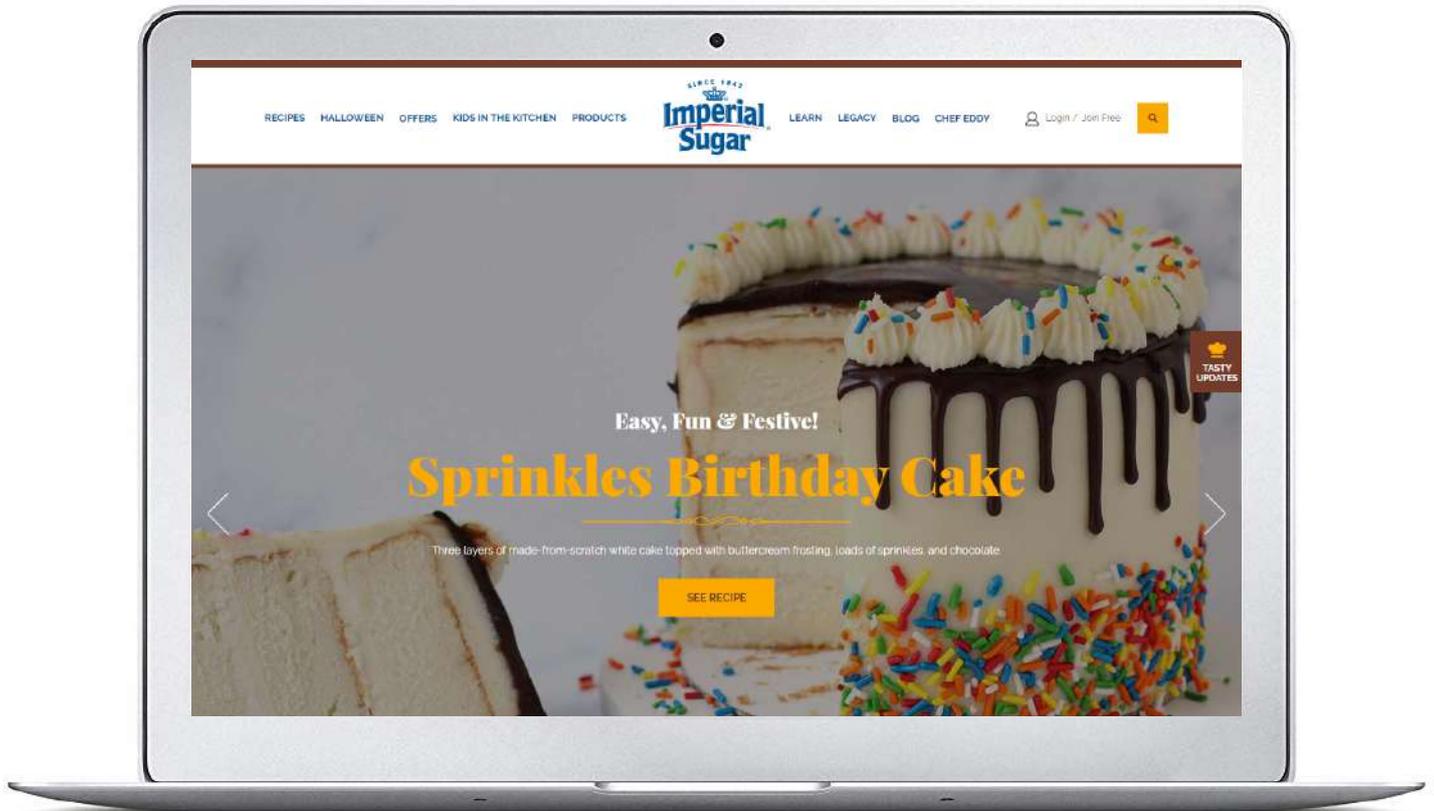
## ✓ Server Migration

Our client was on a shared server with below-par infrastructure, and we also identified that they were paying a hefty amount for the services. The server migration increased efficiency, diminished security concerns, provided more data storage capacity, etc.



# Impact On Client's Business:

- ✓ Drupal 8 Migration issues were sorted out, from then on, many operations started functioning smoothly, such as viewing real-time information about sales.
- ✓ The effectiveness of the pages improved a lot; as a result, user abandonment reduced, the number of returning customers increased, and user conversions doubled. Now, the average web page load speed was at 1.7 to 2.1 seconds.
- ✓ Previously, our client paid a monthly fee of \$5K for the server services, and our new recommendation cost them only \$3.5K. The migration helped the client to enhance marketing planning and campaign management with the extra funds.
- ✓ Overall site score was now less than 90.



## Other Useful Resources

- Case Studies
- eBook
- Infographics
- Whitepaper
- Blog
- Fact Sheet
- Webinar

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