





PORTFOLIO

SUMMARY

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MASSIVE CAPACITY INCREASE



02



SOARING E-COMMERCE SALES



03



DOUBLE REVENUE GROWTH



04



MOBILE ACCELERATION



05



EMAIL MARKETING





INTRODUCTION

We break the barriers between digital, real-world shopping, and connections between people. We create truly immersive online brand experiences that make you the premier brand.

TechSparq wants you to be the envy of your competitors and the obsession of your customers. All accomplished while eliminating complexity and increasing profitability.

TechSparq was founded in 2007 after CEO,

Dedrick Boyd, spent 7 years working in the Big 4. These years were full of frustration at the level of inefficiencies and lack of flexibility to adapt to changes in the online space.

Experts and industry leaders all have the same feeling. The feeling that change is underway. The era of flat, one-dimensional, and simple e-commerce is over. This isn't a reason for alarm. Everything that we've learned over the past decade will remain relevant and needed.

We bring emotion into the digital world in

a way that makes people feel connected. Our no-wasted-motion policy means more efficiency and higher profits. The result is elevated desire, engagement, and sales for our clients.

Human emotion, connection, and collaboration are the underlying principles for this new era of shopping. This will set future leaders apart from the has-beens.

This portfolio contains a curated sample of our work to present our capabilities.

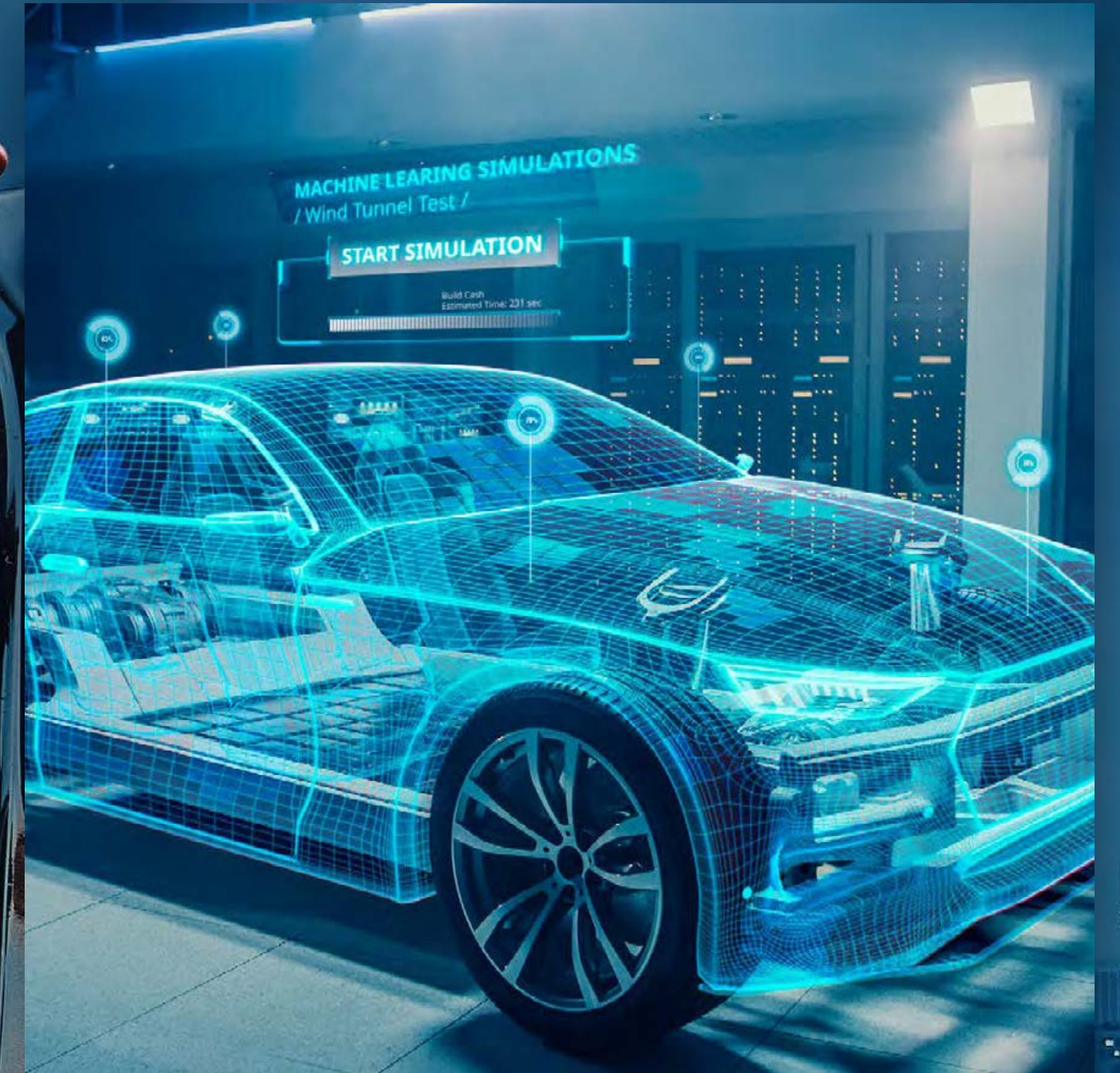
01.

MASSIVE CAPACITY INCREASE

Our implementation strategies and technical capabilities helped to scale this company's e-commerce server capacity from 100-200 requests per second to 1200/second, drastically reducing operational costs by 40-70%.

The solution is comprised of a set of cloud AWS microservices. The total solution consisted of over 7 clusters during low traffic. The system is event-based (CQRS), highly available, fault-tolerant, and eventually consistent to meet business demands.







SOARING E-COMMERCE SALES

Our enterprise integration and technological expertise contributed to blockbuster sales increases for this global outdoor retail company. They were able to realize e-commerce net sales growth of 4% - representing 23% of total net sales.

Our team planned out and guided a massive data migration. This aided the launch of 21 e-commerce sites, worldwide. The result is a unified e-commerce platform with sophisticated enterprise integrations. The integrations are cloud based, resilient, and have a near 100% up time.

02.





03.

DOUBLE REVENUE GROWTH

Our migration strategies and technological expertise have contributed to reducing inefficiencies and doubling revenue for our client, a global sportswear company, who experienced growth from \$7 Billion to \$16 Billion.

Our strategies allowed this retailer to migrate over 100 application servers and databases to the cloud in record time. The underlying process drove higher quality outcomes by utilizing industry best practices in CI/CD. Our technologists aided in accelerating deployment timelines several times over.



MOBILE ACCELERATION

Our technology strategist and development teams corrected over 300 inherited bugs, accelerated the mobile application deployment timeline, and recovered over \$1.5 Million in lost development time for this global sportswear retailer.

Our teams introduced and implemented automated testing and advanced Agile metrics. This allowed us to drive quality, showcase increased team capacity, and improve information sharing.

04.







EMAIL MARKETING REPLACEMENT

05.

TechSparq identified the critical functional and technical specifications for our Fortune 500 client to replace their brand's ESP. Assisting in everything from vetting vendor candidates to providing expertise in scope and scale, our consultants architected and led the effort to migrate all 21 sites.

With integration design in mind, we derived a plan to achieve a "switch-over" process. Utilizing legacy customer integrations over the newer event-driven implementation, we provided a unified process with nearly-100% up time. Despite it being the client's largest implementation attempt on an accelerated timeline, TechSparq delivered on-schedule with full functionality.



ABOUT

TECHSPARQ

We help the world's most innovative and leading brands Turn On What's Next™ in e-commerce with [Sparq Commerce](#). Our no-wasted-motion policy means more efficiency and higher profits for our clients. Since our founding in 2007, we've been delivering software solutions, process improvement, and cost savings to the Fortune 500.

For more information: www.techsparq.com

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TOURNÉ VERS LA SUITE
ВКЛЮЧИ ЧТО СЛЕДУЮЩЕЕ
TURN ON WHAT'S NEXT

DEDRICK BOYD

For over 23 years, Dedrick Boyd has been at the center of e-commerce. From marketplaces, to procurement, to B2B e-commerce, to B2C e-commerce, Dedrick has helped drive costs down while increasing profit.

TechSparq was founded after 7 years of working in the Big 4. Dedrick became extremely frustrated at the level of inefficiencies and lack of flexibility to adapt quickly to changes in the online space. This feeling has been the driving force for TechSparq. To create a high-touch personalized experience for our clients all while staying ahead of the competition.

With his no-wasted-motion philosophy, Dedrick brings a true focus on solutions that elevate the customer experience, without getting tech-widgit-happy, to increase your market influence, market standing, and bottom line.

Dedrick has helped to modernize software, implement strategy, and drive customer loyalty for industry leaders like Nike, Columbia Sportswear, Home Depot, Walt Disney Company, Target, Mattel, Unilever, and more.



TURN ON WHAT'S NEXT™

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