

## M.M. LAFLEUR

### Type

Integrate Algolia with Magento

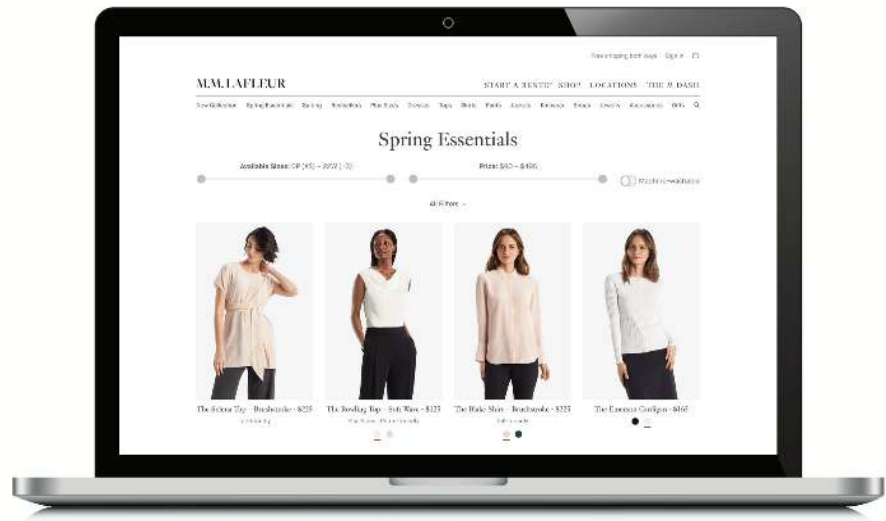
### Industry

Brand Apparel

### The Ask

To integrate Algolia with Magento

Highstreet.io was asked by our product feed management customer M.M. LaFleur, to integrate the Algolia search engine with their Magento platform. By using Highstreet.io to synchronize the product data from Magento to Algolia, M.M. LaFleur could offer an accurate and relevant search experience on their website.



### About M.M. LaFleur

M.M. LaFleur is built on a core belief: When women succeed in the workplace, the world becomes a better place. Their goal: to help women harness the power of self-presentation, and to rethink the shopping process altogether. Not only do they design their own collection, but they integrate personal styling into the M.M. experience. They know you have #BetterThingsToDo than worry about what to wear, so their mission is to take the work out of dressing for work.

### About Algolia

Algolia builds, optimizes and personalizes search and discovery experiences for their users. With reliable infrastructure, performant APIs and easy to use documentation, Algolia Search supports multiple platforms and devices and scales to even the largest deployments with ease.

### Value



"Using Highstreet.io for our Algolia integration was a cost-effective and speedy solution that took the load off of M.M. LaFleur's technical resources."

— Jay Chinthrajah - V.P. of Engineering - M.M. LaFleur

### What We Did

"Highstreet.io worked independently, without tying up M.M. LaFleur's resources, and collaboratively, with the Algolia team, to seamlessly integrate our product data from Magento to Algolia. The pre-existing native integration of the Highstreet.io platform with M.M. LaFleur's Magento platform helped to expedite the product data integration with Algolia."

— Jay Chinthrajah - V.P. of Engineering - M.M. LaFleur

## The Challenges

M.M. LaFleur's product search wasn't delivering the right search results for both internal and external website searches. Their engineering team was very busy, and it didn't make sense to create a custom solution. M.M. LaFleur needed to synchronize their product data from Magento to Algolia.



*"Our old search experience wasn't providing relevant results, and website visitors weren't finding what they were looking for. Algolia provided a good quality out-of-the-box solution to this problem without us having to invest too much of our technical team's time."*

— Jay Chinthrajah - V.P. of Engineering - M.M. LaFleur

## The Solution

To integrate M.M. LaFleur's growing product catalog with their new Algolia search engine, Highstreet.io mono-directionally transferred the data from Magento to M.M. LaFleur's Algolia website search engine. Using simple standard API calls, we were able to update the entire catalog.



*"Highstreet.io worked with Algolia directly, involving M.M. LaFleur only when needed, to complete the product data integration with our Magento platform. Most of the communication between us was through a collaboration hub called Slack which made it easy to see where the project was at and get questions answered quickly. We were happy how fast both Algolia and Highstreet.io worked together to get the job done with a very positive result."*

— Rachel Flynn - Director of Product & UX - M.M. LaFleur

## Step 1

Gather technical requirements from M.M. LaFleur and Algolia for the integration.

## Step 2

Assign a dedicated project manager and decide on an efficient and effective workflow that didn't bog down M.M. LaFleur but allowed for quick and easy collaboration.

## Step 3

Leverage our existing M.M. LaFleur Magento integration with the Highstreet.io platform to integrate the website product data with Algolia and continually synchronize it to display the most current information.



## The Result

A richer website search experience  
providing timely and relevant search results.



*"We are now able to relate products to out of stock results, customize search results depending on what customer was searching for, change the sort order and access quality analytics to understand what people were looking for on their website. The decision to integrate Algolia with Magento, using Highstreet.io, was an easy one."*

— Jay Chinthrajah - V.P. of Engineering - M.M. LaFleur



**Leverage Highstreet.io as a product API to ensure your Magento data is always synchronized with Algolia, with no discrepancies. We plug into many of the major eCommerce systems like Magento, Shopify, Salesforce Commerce Cloud and many more.**

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