Rishfotech Solutions

Business Case Study & Report

For EKarthaan Studios

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Presented by

Rishfotech Solutions

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Company Overview

Rishfotech is a Kolkata-based IT company specializing in web development, mobile apps, and e-commerce solutions. We provide scalable technology, digital marketing, and dedicated developer services to diverse industries. Our mission is to drive business growth with innovative, cost-effective, and result-oriented solutions.

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Challenges & Objectives

EKarthaan Studios faced a critical website failure after accidental deletion and server changes that disrupted website functionality and resulted in data loss risks. The challenge was to restore a 500MB database and all site files while minimizing downtime and introducing a design refresh, within a secure and streamlined workflow.

Challenges

- Full Site Recovery
- Server Environment Management
- Downtime Instability Issues
- Website Redesign Requirements

Objectives

- Complete Site Restoration
- Local Testing Setup
- Secure Live Deployment
- Functional Site Delivery

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Problem Statement

01

Critical Site Failure

EKarthaan Studios experienced a major website disruption due to accidental deletion and server changes. Functionality was impacted, and there was a significant risk of data loss.

02

Database Restoration Challenge

The task involved recovering a 500MB database along with all site files. Ensuring minimal downtime while maintaining data integrity was crucial.

03

Design Refresh Workflow

The project included a design refresh alongside recovery efforts. A secure, streamlined workflow was implemented to restore and enhance the site.

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Proposed Solutions

Points	Objective	Key Feature	Outcome
Site Recovery	Restore lost site and data	Database and file backup	Minimized downtime, full site restoration
Secure Server Setup	Safe migration and control	SSH deployment	Secure, reliable server environment
Local Dev Environment	Test without live site impact	Local WordPress instance	Reduced risk during recovery and updates
Site Redesign	Enhanced user experience	Modern UI, improved layouts	Engaging, updated website appearance

Our Approach

Database Backup

Took a full backup of the 500MB database and all WordPress site files from available resources.

Local Setup

Set up a local WordPress environment for recovery and development to avoid affecting the live site.

Site Replacement

Deleted the existing live site and replaced it with the fully recovered content.

Secure Deployment

Configured SSH-based secure server access for deployment and management.

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Client Feedback and Improvements

Boosted Conversion Rates

Happy Hookie saw an immediate increase in post-purchase conversions. Upsell bundles contributed to higher average order values.

Accurate Currency Display

Currency accuracy improved trust among international customers. Buyers felt confident completing purchases in their local currency.

Flexible Upsell Management

The site allows easy updates to upsell bundles. Administrators can quickly adjust offers based on strategy.

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Services Delivered

Rishfotech successfully restored EKarthaan Studios' website, ensuring full data recovery, secure deployment, and a refreshed design. The project included local testing, performance enhancements, and improved user experience across all pages.

- Full Data Recovery
- Local Environment Setup
- Thorough Testing Process
- Secure Server Deployment
- Site Replacement Execution
- WordPress Redesign Implementation
- Performance Optimization
- Improved User Experience

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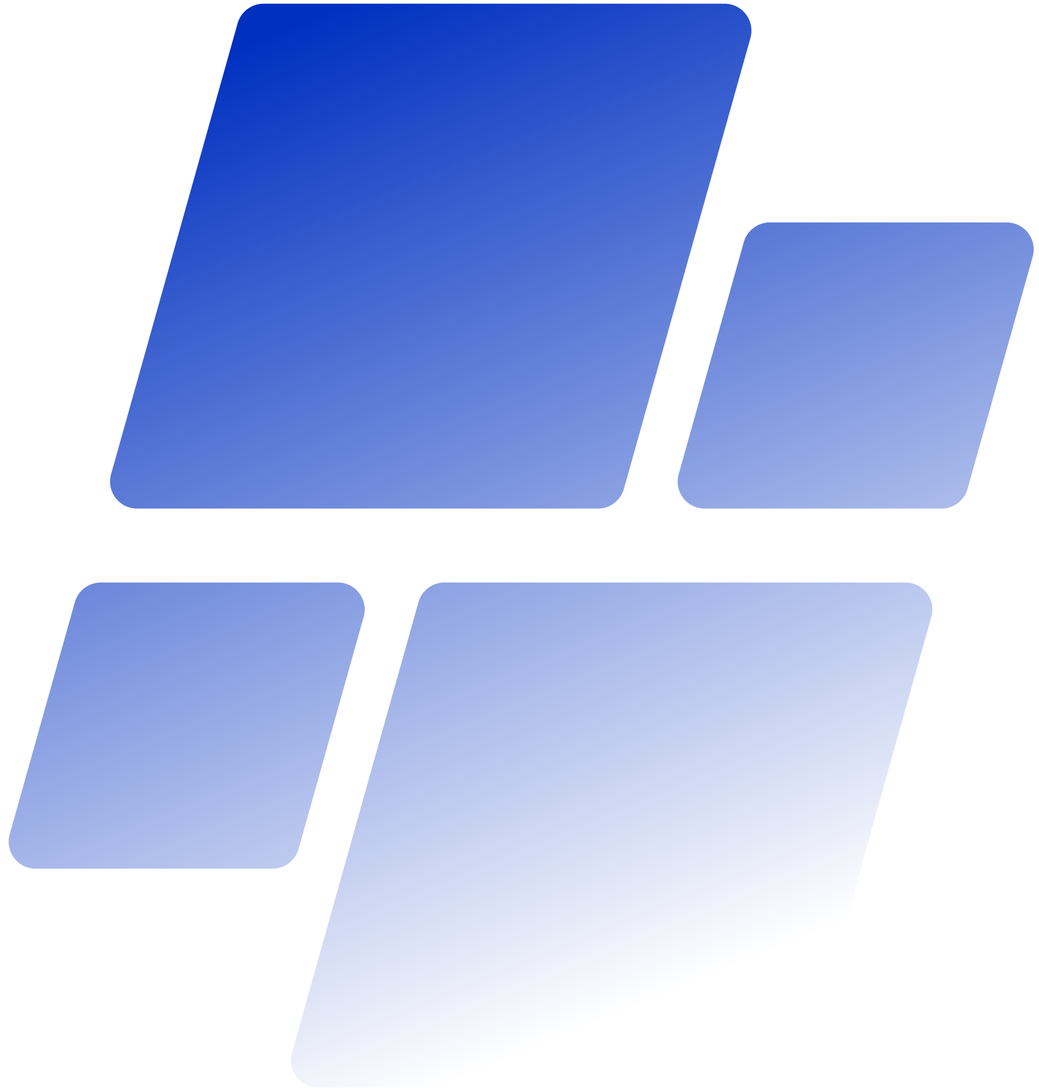
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