

JOE HAND PROMOTIONS Elevates Digital Experiences with Lightning Web Runtime (LWR) Migration



JHP: A Leader in Live Sports Content Distribution

For over 50 years, Joe Hand Promotions (JHP) has been the leader in live sports viewing for the hospitality market, which includes bars, restaurants, and casinos. JHP partners with premier organizations like UFC, ESPN+ for Business, DAZN, WWE, PBC and AEW. They manage the complex logistics of signal distribution, licensing, and support broadcasting and streaming for these events, helping establishments drive traffic and increase revenue while creating an energetic, communal atmosphere for sports fans.

As a trusted partner to establishments across the country, JHP needed to maintain a cutting-edge digital presence that reflected its status as an industry leader. When faced with the challenges posed by outdated infrastructure on their site, JHP turned to Kasama to future-proof their solution by migrating from Salesforce's Aura framework to the more modern Lightning Web Runtime (LWR). JHP leveraged the migration to improve site performance, user experience, and technical efficiency.

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-Stephen Jeffers, Project Manager at JHP

The Risk of Wasted Development Effort

As JHP invested in improving the user experience on their site, they realized their development efforts were at risk of redundancy when JHP eventually migrated from Aura to LWR. Their ongoing improvements in the discovery, selection, and checkout processes were at odds with the underlying infrastructure, creating a situation where the same work would likely need to be repeated upon migration.

Rather than continue to develop on an outdated platform and incur future costs, JHP decided to accelerate its migration to Lightning Web Runtime (LWR). The company sought to modernize its site, eliminate technical debt, and enhance site performance to improve the overall user experience.

It Began With A Detailed Solution Inventory

Kasama took a methodical approach to the migration, beginning with a comprehensive solution inventory. This included a thorough review of JHP's existing components, customizations, and business processes. By understanding the full extent of JHP's current setup, Kasama was able to map out a migration strategy that addressed both technical debt and performance improvements.

A key focus of the migration was enhancing the site's speed and overall performance. Kasama upgraded the site's image types, contributing to significantly faster page load times. They also implemented search engine optimization (SEO) improvements, including Google Analytics, to track visitor behavior to better understand the user journey. These insights helped refine JHP's site to provide a more seamless experience for visitors.

Not Just an Upgrade, A Reimagining

The most crucial aspect of the migration was the shift from Aura to LWR, a modernized framework designed to boost performance and facilitate easier management of site components. Kasama ensured that ~80% of JHP's pages were rebuilt to take full advantage of LWR's performance optimizations. By reducing the reliance on custom code & utilizing native LWR functionality, Kasama was able to re-architect the site while also addressing lingering user experience issues.

For example, several recurring issues in the previous environment were resolved during the migration. These fixes not only enhanced the user interface but also streamlined navigation, making the site more intuitive. Kasama ensured that the new site reflected all the capabilities and experiences of the old platform while upgrading each element to fit within LWR's more robust framework.

Doing What It Takes To Deliver

Additionally, the migration took place under tight timelines, as JHP's business is tied to major pay-per-view live events that cannot be rescheduled. Kasama worked around JHP's event calendar, executing the final deployment during a holiday weekend to minimize disruption. Despite the time constraints, Kasama delivered a successful migration on schedule.

Exceeding Expectations

"Kasama's ability to manage the project within JHP's tight schedule was critical to its success," said Stephen Jeffers, Project Manager at JHP. "Kasama excelled at managing the time crunch and did so with skill and professionalism. We're very happy with the outcome and the flexibility the Kasama team showed throughout."

"There are lessons here not just for those considering a move from Aura to LWR, but really, for anyone considering any type of re-platforming of their eCommerce solution," said Mark Rubin, Founder and President of Kasama. "It is the perfect time to review your case backlog, your enhancement request list, the custom code deployed on your site, and to think critically about any part of your user experience that is suboptimal for your site visitors. Then, you can leverage the re-platforming as the opportunity to take your site experience to the next level."

The Move To LWR GETS RESULTS

The migration to LWR provided JHP with a host of tangible benefits:

1. Faster Load Times: Pages now load more quickly thanks to LWR's optimized architecture. Faster page load times, combined with the use of Static Site Generation (SSG), allow JHP to handle increased traffic without sacrificing performance.

2. Enhanced Mobile Experience: With a growing number of B2B buyers using mobile devices, JHP's new site is fully optimized for mobile, providing a more responsive and fluid user experience.

3. Streamlined Customization: By migrating from Aura's legacy components to LWR's Lightning Web Components (LWCs), the site now benefits from a cleaner codebase. This not only improves performance but also reduces complexity, making future maintenance and customization simpler.

4. Improved SEO: Thanks to SSG, JHP's pages are pre-rendered and served as static assets, boosting the site's visibility in search engines. This, coupled with faster load times, provides a stronger foundation for higher search rankings.

5. Future-Proof Technology: LWR is built on modern web standards, ensuring that JHP's site is compatible with future Salesforce releases and third-party integrations. This positions JHP for future scalability without the technical burden of legacy infrastructure.

6. Security Enhancements: LWR adheres to modern security practices, offering a more secure environment for JHP's digital assets. The streamlined codebase reduces vulnerabilities, further protecting the site from potential threats.

About Kasama

Kasama is a trusted partner for eCommerce and marketing solutions, specializing in Salesforce B2B and B2C commerce and Marketing. With decades of experience, Kasama supports clients in delivering innovative digital experiences. Learn more at www.kasamadigital.com.

