



CANADAWHEELS INNOVATION HIGHLIGHT



CANADAWHEELS.ca

COMPANY OVERVIEW

CanadaWheels is Canada's top online store for wheels, tires, and auto parts. Specializing in cars, trucks, and SUVs, CanadaWheels offers the widest selection of inventory covering over 50 million unique vehicle fitments, along with an expanding inventory of over 2 million unique SKUs from more than 500 brand name manufacturers.

LOCATION: OTTAWA, ON

TECHNOLOGY



Data Centre and Cloud

Saleh Taebi, Senior Manager, Marketing

saleh.taebi@canadawheels.ca
canadawheels.ca

Rick Penwarden, Sr. Manager, Marketing

rick.penwarden@cengn.ca
cengn.ca/projects

OVERPRICED CAR PARTS AND UNCERTAINTY ABOUT WHAT TO BUY

For many, maintaining and repairing your car is a difficult process. Not only is it expensive to get your car repaired by a mechanic, but so are the parts. Retailers drive up the cost to make a profit leaving you to choose from a variety of overpriced options. Also, with so many makes, models and types of parts, what part do you choose for your car? How do you know if this will fit and work? How long will it last? When will you need to replace it next? With so much to choose from at such a high cost, this leaves car owners stumped on what to do.

BUYING CAR PARTS MADE EASY AND AFFORDABLE

Helping over 100,000 customers nation-wide, CanadaWheels makes buying car parts economical, easy, and understandable to the general public. By developing a direct channel with over 500 manufacturers, CanadaWheels remarkably lowers the cost of car parts for their customers and even offers Canada-wide free shipping. CanadaWheels' online store makes it quick to find the correct parts you need for your vehicle and their blog is an excellent source for educational content to help you understand what you're buying and what your car needs.

MEETING THEIR SCALING NEEDS AND IMPROVING BOTTLENECKS

With CENG N's infrastructure and testing expertise, CanadaWheels identified bottlenecks in their platform system which led them to further investigate and make improvements. CanadaWheels also successfully simulated their scaling needs and now know the resource requirements needed for concurrent users and various optimization points in the platform.

**"Using CENG N's
hardware
and network
infrastructure,
the team was
able to test and
evaluate its new
architecture
and pinpoint
the parts
that needed
improvement."**

Mehdi Salehi

Software Development Lead,
CanadaWheels

