Fantom Wallet

AnsixDesigns

AnsixDesigns

Case Study

BigCommerce V2 to V3 Migration Made Quick & Easy

Highlight

Challenges	Benefits
- Risky and manual effort in migrating BigCommerce store from V2 to V3 - Unable to leverage BigCommerce V3 features like MSF and more!	- Automate V2 store migration to V3 - Minimize risk and store downtime - Consolidate multiple stores into MSF to streamline ecommerce operations

A Growing Company with Minimalist Style

Fantom Wallet is a Canadian retail company that offers durable, scratch-resistant minimalist card wallets. These ultra-thin, light-weight specialty wallets are designed with security in-mind, usability, and affordability. Fantom began operations in 2017 and was founded by Hubert Lin and his two other friends.

The minimalist style stays true to its design of a "fanning mechanism", with four different styles that accommodate coins, cards, cash, and identification cards. Their customers are US, Canadian, and European-based online shoppers, catering to all generations seeking a simple and functional wallet.

Finding A Simple & Fast Way to Migrate Product Data

Single-Storefront   Multi-Storefront

As a part of their growth strategy, they are seeking to partner with B2B wholesalers and retailers in addition to their B2C customers. In addition, Fantom Wallet continues to expand into other global markets.

They are shipping to Europe, but the online customer check-out experience entails currency only in USD. They knew they needed to improve their digital presence to remain competitive and grow in the future.

Fantom Wallet was on the BigCommerce V2 store version, and were seeking to upgrade to V3. In 2022, BigCommerce came out with a multi-store front (MSF) feature. Fantom was ready to expand its growth opportunities by charging in different currencies and moving to MSF to consolidate their stores. The first step in achieving these goals was to migrate their product data from v2 to v3.

Fantom Wallet did not want to spend hours of time manually transferring their product data from V2 to V3 with their internal resources. This manual process was going to be costly, complex, and time consuming and could result in an unknown amount of store downtime and lost sales. Without automation, the product catalog rebuild had a real risk of introducing inaccurate, inconsistent, and incomplete product data during the manual upgrade process.

> *"If we were to do this, it would probably require a lot of reading and working with my developer. I don't know how long that process takes with options, and since V2 may not be supported by BigCommerce in future we want to minimize potential risks", said **Hubert Lin, Fantom Wallet's Co-Founder***

Getting the Job Done Automatically

In order to offer a better experience to customers and grow, Fantom wanted to use product experience as a differentiator by migrating from V2 to V3. As a Beta Tester, Fantom elected to invest in StrikeTru's BigCommerce V2-V3 Product Migration app and partner with them for the migration.

Fantom Wallet's products had a lot of options and SKUs and as a result an automated migration app made sense to them. They also used product picklist options and wanted to preserve the associated SKUs when migrating to V3. Since BigCommerce V3 does not allow product picklist options to generate SKUs, there was a need to recreate them using dropdown options to retain those SKUs and associated SKU images. Fantom Wallet also had some front end customization and they needed a way to test those in a sandbox V3 environment. Luckily for them, the StrikeTru app did just that. It migrates the V2 products first into a V3 sandbox for audit and testing purposes. Fantom Wallet leveraged this to test out their front end customizations in a V3 sandbox environment. They were able to identify, adjust, and test minor changes to their theme prior to the actual store upgrade to V3.

In order to have a successful implementation, the "right people need to be in the room." The following roles were involved in the project: From Fantom, the primary roles were the Store Owner and their Developer. StrikeTru project team consisted of a Project Manager, Data Migration Specialist, Developers, and a Tester.

The following flowchart depicts the data migration process:
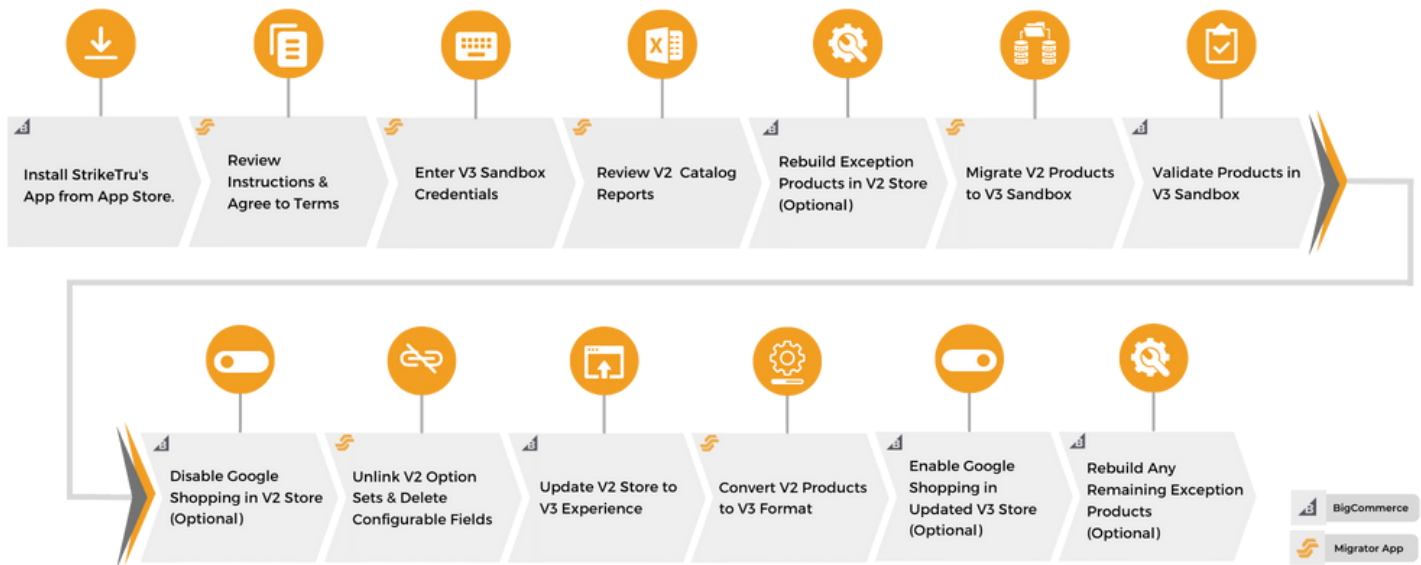
From the time of initial introductions to project completion, the project was completed in 1.5 months. The actual migration itself took only a few hours to complete.

Upgrade Results in Accelerated Time-to-Market & Higher Revenue Potential

The BigCommerce V2 to V3 store migration enabled Fantom Wallet to simplify the overall migration, save time rebuilding their catalog, and minimize data loss and store downtime risks. Being that Fantom was the first beta tester, there were only a few kinks after the migration that were resolved quickly.

❝ *"The StrikeTru team was excellent to work with. They were able to understand quickly how products, options, and option sets work. During the testing phase, we ran into some hiccups, but StrikeTru was able to resolve the issue for us on the same day. They were always fast with responding to requests and questions," said **Hubert Lin, Fantom Wallet's Co-Founder***

Fantom's web store is now running successfully on V3 without any issues.

❝ *"If your company's product catalog is complicated, and you are considering upgrading from V2 to V3, I would highly recommend StrikeTru.", said **Hubert Lin, Fantom Wallet's Co-Founder***

THANK YOU!

+1 832 303 3257

sales@striketru.com

www.Striketru.com

StrikeTru™

REVISED 12/2022 | FOR EXTERNAL USE