10 YEARS OF EXCELLENCE

StrikeTru celebrates 10 years of successful operations since it's inception in 2013.

Thank you for being a part of this incredible journey.

Celebrating A Decade

We are proud to celebrate the 10th anniversary of StrikeTru! Our journey started as a PIM implementation provider and now we are the premier eCommerce agency providing consulting, services, and solutions to expedite your eCommerce journey to sell more, faster!

We want to thank all of our customers for their business. Special thanks to our partners who we work with to provide an exceptional customer experience. Last but not least, our employees are core to our business. We could not have gotten to where we are without you!

We look forward to continued growth and supporting the community and businesses across the globe!

THANK YOU!

Solutions Corner: What's New & Improved? Products & Services

TruPIM - New Release 1.0

An affordable SaaS PIM for growing companies that is based on Akeneo PIM Community edition. It consolidates your product content & digital assets onto a single platform to give your entire organization an enterprise-wide view of high-quality product data. You can deliver current and consistent great product experiences across your sales channels, every single time. Get up and running **within minutes** with a free 14-day trial, and not worry about the hassles of server and Akeneo software management to meet your digital commerce needs. Future releases will include advanced BigCommerce and Shopify specific capabilities to boost your content operations, improve data quality, scale assortments, improve online visibility, and accelerate sales.

Find Out More

BigCommerce v2-v3 Product Data Migration App - New Release 1.4

Our BigCommerce V2-V3 Product Data Migration App automates the process of upgrading the most complex BigCommerce stores from V2 to V3. Release 1.4 of our app is available to process option set rules. Merchants or agencies that attempt to do a manual migration of a V2 store to V3 must process option set rules manually as BigCommerce does not provide APIs or import/export mechanism for those.

There are several merchants that leverage manually created option set rules to apply price/weight/image/purchasability adjustments across a lot of products in bulk. While this saves store owners management time, migrating these rule-based adjustments to V3 is a very manual and painful process that is preventing them from going to V3. With our latest release, we can automate the migration of Option Set Rules for such merchants.

Our latest release also has an enhancement that reduces the time it takes to migrate enterprise clients from V2 to V3. If you're looking to migrate to V3 quickly and without errors, this app is just right for you.

Find Out More

Widen DAM Connector for Akeneo PIM "Revamp"

This is now a SaaS application with UI configuration screens and improved capabilities (syncing SKU, product, brand, and category-specific assets) that will better support the synchronization of asset changes from Widen DAM to Akeneo PIM into your eCommerce platform daily.
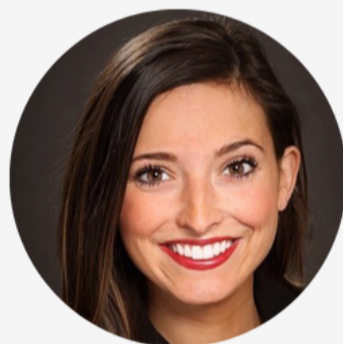
Find Out More

BigCommerce Multi-Storefront Migration Solution

Take advantage of migrating your existing stores to Multi-Storefront with our in-house solution. We leverage our pre-existing tools such as BigCommerce to PIM Catalog Migration Tool, TruPIM, PIM Connector for BigCommerce to transfer BigCommerce data that facilitates audit, cleansing, enrichment, review and approval and publishing. Our services migrate categories, products, digital assets, prices, inventory, customers, orders, themes, web pages, blogs and email templates.

Find Out More

Staying Connected with eCommerce Platform Partner: BigCommerce

Working Together to Help Merchants!

"StrikeTru has found the sweet spot as BigCommerce's trusted partner in refining complex data sets and moving quickly. They offer a unique balance between, first and foremost, helping you foundationally setting your site up for success by giving you access to their easy-to-use expertise around the powerful PIM + commerce combination. Additionally, they have developed proprietary accelerators such as v2-v3 that are helping our customers extend further and rethink how they drive incremental sales, fast. Highly recommend StrikeTru for your PIM + BigCommerce needs."
- **Crissa Toledo**, Senior Regional Channel Account Manager, BigCommerce

"The BigCommerce team is wonderful to work with. They are collaborative and open to sharing merchants' challenges so we can work together to overcome them. Whether it is re-platforming, migrating stores from V2 to V3, multi-store front migration services, PIM, and/or ecommerce services, we continue the journey together to provide exceptional customer experience to help merchants sell more, faster… together."
- **Vik Gundoju**, Co-Founder & Managing Partner, StrikeTru

We appreciate you… BigCommerce!

Winner's Circle - Client Wins: Alflahertys, Hodge Products Inc, Openbuilds, Super Pharmacy Plus, Express Paints, SJF Manufacturing, Brickworks and more.

Continued Success with BigCommerce V2-V3 Merchants to Elevating Their Tech Stack!

We continue to elevate merchant's tech stacks by migrating their V2 stores to V3 automatically by using StrikeTru's V2-V3 Product Migration App. We successfully migrated over 15 merchants including Alfahertys, Hodge Products Inc., Openbuilds, Super Pharmacy Plus, Express Paints, SJF Manufacturing, CrackerJack Shack, Dixie Belle Paint Company and more! All jumping on the bandwagon since the start of this year. We are proud to help our diverse and global customers from the US to Canada to Europe to Australia in the retail, wholesale, and manufacturing industries.

The V2 to V3 product migration app implementation made the migration process a lot easier and saved a lot of time from manually re-creating products. To remain competitive, our customers realized they needed to improve their digital presence in order to maintain their market standing and grow in the future…and they did!

Brickworks On the Path to Digital Transformation with StrikeTru!

Largest Australian-based building material manufacturing company Brickworks selected StrikeTru to implement Akeneo Enterprise edition PIM integrated with Magento and Widen DAM. StrikeTru has provided product data structuring and data onboarding services. We are now moving into Phase II of the project focused on onboarding non-manufactured products into PIM and integrating PIM with ERP and other enterprise systems.

About Us

StrikeTru is an expert commerce and data service provider. From content to creative to tools, we offer a suite of services to help brands and retailers modernize commerce environments. We bring together technology, high-touch implementations, proprietary accelerators, and comprehensive product data services to fast-track superior digital experiences.

Address: 4819 Nolan Ridge Court Sugar Land, TX 77479
Phone: +1 832 303 3257
Email: support@striketru.com , sales@striketru.com

![StrikeTru](StrikeTru logo)