StrikeTru

Coffee & Commerce

BigCommerce V2 to V3 Product Migration Made Easy!

Episode 3 - Case Study Discussion

WHISKER SEEKER

JUNE 28 2023, 10 AM CST

Coffee & Commerce: *BigCommerce V2 to V3 Product Migration Made Easy!*

StrikeTru invites you to join an informative session on **June 28 from 10-11am CST** for BigCommerce merchants as **Whisker Seeker** shares the journey of why they migrated their store from V2 to V3 and how StrikeTru helped do that successfully. Hear from Whisker Seeker and StrikeTru as they share valuable insights that will benefit other BigCommerce merchants looking to upgrade to V3 using a turnkey solution.

The session will focus on:

- Why the need to migrate from V2 to V3?
- What was the migration process and experience?
- What are the results?
- What are some best practices to consider when migrating?

Register Today!

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

TruPIM - A Product Information Management Tool

A true SaaS PIM for growing companies. It consolidates product content & digital assets onto a single platform to give your entire organization a single, trusted, enterprise-wide view of high-quality product data. TruPIM has specific accelerators for BigCommerce merchants that automate the initial migration of a BigCommerce catalog into TruPIM, and the synchronization of comprehensive catalog updates from TruPIM to BigCommerce on an ongoing basis.

Get up and running within minutes with a free 14-day trial to supercharge your commerce environment. With TruPIM, you can improve employee and customer experiences, increase productivity, scale assortments, and accelerate leads and sales.

Find Out More

BigCommerce V2-V3 Product Data Migration App - New Release 1.5

Our BigCommerce V2-V3 Product Migration App automates the process of converting your V2 options into variant options or modifier options accordingly and eliminates the complexity involved. In addition to supporting the migration of ideal options setup, with the release 1.5, our app now supports the migration of swatch-type option with multi-color option values and options that are re-used for the same product. For the merchants who are struggling to convert their V2 options into V3 formats, our app simplifies it.

Our latest release also has an enhancement which increases the pace of migrating enterprise BigCommerce 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

BigCommerce Multi-Storefront Migration Solution

Many BigCommerce merchants currently use legacy non-MSF storefronts. There will be significant productivity and financial benefits to migrating multiple legacy stores into an MSF. Consolidating stores manually is a costly and complex process that can be disruptive to business. It requires mapping and merging product, brand, customer, and order data in addition to migrating a bunch of other site content and settings. StrikeTru offers an MSF Migration Solution that largely automates the migration in a short period of time. This turnkey solution provides merchants an opportunity to leapfrog their commerce capabilities into the future. To find out how you can take advantage of our MSF Migration Solution contact sales@striketru.com.

Find Out More

Staying Connected with Unidata: *Working together to help customers*

"At Unidata, we believe in building strong partnerships that drive remarkable achievements. We are honored to be selected as Partner of the Month by StrikeTru. Together, we have embarked on an exceptional journey, successfully completing the second phase of the Real Estate MDM project. By leveraging Unidata's cutting-edge technology and industry expertise, StrikeTru has excelled in delivering innovative solutions to your clients. Our shared commitment to excellence and passion for pushing boundaries have enabled us to overcome challenges and achieve remarkable results throughout the project's lifecycle.

The success of this Real Estate MDM project stands as a testament to the strength of our partnership. It is a reflection of the unwavering dedication of both Unidata and StrikeTru in delivering unparalleled value to our customers. We are proud to be a part of StrikeTru's journey and look forward to further collaborative endeavors that will shape the future of data management. We extend our heartfelt appreciation to StrikeTru for their trust, collaboration, and commitment to excellence. Together, we are redefining what is possible in the realm of Real Estate MDM. As we continue to evolve and innovate, rest assured that Unidata will remain your unwavering partner, dedicated to fueling your success and driving digital transformation in the industry. Thank you for choosing Unidata as your MDM partner. We look forward to creating many more success stories together."

- **Vlad Kamensky**, CEO, Unidata

"We value our partnership of two years and counting with Unidata! We have had the opportunity to work with them for Braid & Warner and appreciate their expertise in master data management. With our expertise in data management services combined with theirs, we are able to create an exceptional customer-service experience and modernize the ecommerce landscape for our customers."

- **Harry Singh**, Co-Founder, VP Delivery & Operations, StrikeTru

We appreciate you!

Winner's Circle - Client Wins: *TapeGuys, Realtree, Overland Vehicle Systems & 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 25 merchants including Realtree, Overland Vehicle Systems, Lone Butte Sporting Goods Ltd, Triathlete Sports, IndiMade Goods, Incabrands, Zic Motorsports, Whistler Seeker Tackle all jumping on the bandwagon during the second quarter. 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 saves a lot of time spent 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 just that!

Tape Guys On the Path to Digital Transformation with StrikeTru!

In 2022, StrikeTru helped TapeGuys, an Arizona-based manufacturer and distributor of tape products, to successfully migrate their BigCommerce store from version 2 platform to version 3. TapeGuys continues its journey to accelerate their digital transformation with StrikeTru. To help them establish a single source of truth for product content, we're implementing TruPIM. It will improve their operational effectiveness and online sales, and create an exceptional customer experience. StrikeTru provides implementation accelerators that make for a quick and painless implementation.

By implementing this turnkey solution along with the product data connector and catalog migration tools, TapeGuys will be up and running in days, not months. TruPIM will enable real-time product updates, efficient multi-channel publishing, better SEO, and enhanced onsite search and merchandising, giving TapeGuys a jump on their competitors.

Go-live with B&W, HSC, & Pitbull Audio... *That's a wrap!*

Baird & Warner (B&W) - Phase II

Since 2021, StrikeTru and MDM partner Unidata continue to modernize the master data landscape for Chicago-based real estate service company Baird & Warner. With the latest go-live in April 2023, this phase entails data management services of integration and consolidation of sales transaction data from four sources into MDM along with customer data validation and enrichment. Since go-live, B&W is able to enjoy the benefits of a single-source of truth for sales transactions. An organized network of their person-organization-property-transaction data which would enable them to scale their business.

Hydraulic Supply Company (HSC)

StrikeTru helped Hydraulic Supply Company, a full-service distributor of fluid power products and services, upgrade its eCommerce product data solution through a cloud based Akeneo PIM implementation .StrikeTru delivered and managed the digital transformation of HSC's existing on-prem technology-based product data for eCommerce environment by migrating to and enhancing Akeneo PIM cloud version and asset manager data structures. Existing product data, digital asset data, and metadata were migrated into PIM and interfaced with ERP, supplier data files, and Magento eCommerce. This enhanced HSC's customer experience and product data landscape.

Pitbull Audio - Phase II

Since 2021, Pitbull Audio, a San Diego-based fast growing music retailer continues to partner with StrikeTru to elevate their product data management capabilities and support their digital initiatives by providing data services that include taxonomy development, product classification, SKU build, and Akeneo Growth PIM set-up and implementation to manage product data. In May 2023, we completed phase II that entailed streamlining daily workflows, enriching additional data sets, and integrating PIM with Magento.

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.

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