StrikeTru™

CASE STUDY

MODERNIZE ECOMMERCE LANDSCAPE VIA BIGCOMMERCE V2-V3 MIGRATION

SHAPERS MANUFACTURERS CO.

SJF▶▶▶ MATERIAL HANDLING EQUIPMENT

AL FLAHERTY'S OUTDOOR STORE

Highlights

As businesses continue to grow online, the eCommerce landscape continues to evolve. Technology platforms that worked today may not necessarily support the growth for tomorrow. This is evident in BigCommerce merchants who are currently on their version 2 (v2) platform who are looking to expand their business and have exceptional customer experience to get there.

A growing need: BigCommerce merchants desire to take advantage of Multi-Storefront (MSF) and upgrade to BigCommerce's version 3 platform. In Partnership with BigCommerce, StrikeTru was able to help them upgrade to V3 usingStrikeTru's BigCommerce V2-V3 Product Migration App. We illustrate three merchants in this case study: Shapers Manufacturers Co, SJF Material Handling, and Al Flaherty.

Shapers Manufactures & Co.	SJF Material Handing Inc.	Al Flaherty's
Shapers is an Australian owned surfboard manufacturing supply company with tools, materials, and new-age composites to make the highest level of performance surfboards possible around the globe. Shapers began its' operations thirty years ago serving the surfboard manufacturers and professional surfers around the world.	Minnesota-based warehousing and storage company SJF Material Handling Inc. is the nation's largest stocking distributor of new & used material handling equipment. In business since 1979, SJF offers a wide array of material handling products and services including systems integration & turn-key material handling solutions nationwide. SJF is unique in its's industry because they have over 20 acres of used and reconditioned material handling equipment in stock.	Toronto-based, family-owned local business is the oldest outdoor lifestyle store that has served outdoor enthusiasts for over 60 years. Initially a hardware store for the Army during World War II, now provides a variety of outdoor gear and clothing for fishing, hunting, archery, and hiking. During 1990s, the store doubled in size and expanded its' product lines and sporting items. With a "family-owned" culture, the company continues to cater to special orders and meet their customer needs with a personalized experience and knowledge.

CHALLENGE   **Finding a simple & fast way to migrate product data.**

PROCESS   **Getting the job done automatically.**

RESULTS   **Accelerated time-to-market & higher revenue potential.**

Shapers Manufactures & Co.

CHALLENGE

Shapers did not want to spend hours of time manually transferring their product data with 2000 SKU count from their one V2 store to V3 with their internal resources. Shapers had option set rules and product set rules. They have SKUs for all their products with options and SKUs with product list type options. 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.

PROCESS

After the initial scope discussion, StrikeTru helped them to migrate their V2 Store to V3 through our app. In order to offer a better experience to customers and business growth, Shapers wanted to use product experience as a differentiator by migrating from V2 to V3. They selected StrikeTru BigCommerce V2-V3 Product Migration app and partner with them for the migration.

Shaper's product catalog had a sizable 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.

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 Shapers, the primary roles were the Store Owner. StrikeTru project team consisted of a Project Manager and a Data Migration Specialist.

From the time of initial introductions to project completion, the project was completed within a month. The actual migration took less than a couple of hours to complete.

RESULTS

The BigCommerce V2 to V3 store migration enabled Shapers to simplify the overall migration, minimize data loss and store downtime risks. Shapers web store is now running successfully on V3 without any issues.
*"Your service is 10/10 and will give a standing ovation to StrikeTru for the migration", said **Jake Shapers**, COO Shapers Manufacturers Co.*

CHALLENGE

SJF Material Handling Inc had an issue with one of the plugins they used involving online payments. They could not diagnose the issue on the current BigCommerce V2 platform. This drove the decision to upgrade to BigCommerce V3 in order to fix these issues and prevent less than favorable customer experience. Specially, SJF was keen on using GTIN, USPs fields, support plugins and have their CRM compatible. All of this was possible with the V3 upgrade.

In partnership with BigCommerce, BigCommerce recommended StrikeTru to help migrate to a fresh V3 store. SJF took advantage of StrikeTru BigCommerce V2-V3 Product Migration app and worked with StrikeTru's team for the automated migration.

PROCESS

SJF had a sizable product catalog and option set rules for few of the products. They had around 10,000 SKUs and 406 products in their catalog including different types of options, option sets, option set rules, product rules, front-end customizations (style sheets and plugins), and category customizations.

The main challenge with SJFs catalog was to process the option set rules to V3. This was one of the main requirements for them. With BigCommerce option set rules APIs being non-accessible, there was not a way to automate this process with version one of the app. We figured out a way to programmatically convert option set rules into product rules and process the SKU generated values for the variant options in V3. With any migration, there were some risks to consider:

- New version release of Option Set rules: StrikeTru recently released a new version of the app with option set rules being processed and both teams were evaluating the downtime needed to complete the migration. Despite this unknown, SJF had faith in StrikeTru's capabilities and agreed to move forward with the migration at a time which had minimal impact due to downtime.
- Plugin issue on V3.
- Loss of catalog data (options, option sets, option set rules, product rules) during the migration process. There was also a question of if the conversion to V3 change the way the products look on the front-end.
- Downtime for store to complete the migration.

In order to successfully migrate, StrikeTru and SJF collaborated together on the project team consisting of Marketing Manager, Web Developer and Data Migration Specialist.

RESULTS

StrikeTru migrated SJF to BigCommerce V3 successfully within six hours. The issues related to their plugins and CRM were fixed. SJF is now on V3 for three months without any issues.

*"StrikeTru made the process of migrating from V2 to V3 seamless and thorough. We have a large store with over 10,000 SKUs, so we were expecting a difficult migration but it turned out to be even better than we had hoped. We had very little to do once the migration was done. Excellent communication and attention to details." **Denise Rosenau**, SJF Marketing Manager & Web Developer*

Al Flaherty's Outdoor Store

CHALLENGE

In order to enhance their customers' experience and grow the business, Al Flaherty goal is to use product experience as a differentiator by migrating from V2 to V3. They wanted to use the MSF options and knew at some point V2 would not support their long-term needs. Al Flaherty selected StrikeTru and utilized StrikeTru's BigCommerce V2-V3 Product Migration app for their migration.

PROCESS & RESULTS

They had a sizable product and SKU so automation made sense. Al Flaherty had 7,669 products, 6,671 SKUs, product rules, configurable fields. They had SKUs for all products with options and SKUs with product list type options. The only requirement Al Flaherty had was minimal downtime which was achieved in only a few hours.

The migration was successfully completed in a few hours with no data loss and is now running successfully on V3 without any issues.

IN CONCLUSION

In all three cases, merchants were able to migrate without issues of losing product data and minimal downtime with the ease of automation through the app. They are now successfully on V3 taking advantage of adding new stores, Faster APIs, Meta field visibility, can attach options and modifiers directly to products, no need to create Option Sets, API resources like Cart API, Payments API, & Widgets and more.

THANK YOU!

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