



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

During our June **Coffee & Commerce session: BigCommerce V2-V3 Migration Made Easy!** Andrew Lewellen, Senior Marketing Specialist at Whisker Seeker discussed why the need to migrate both of their stores from their current BigCommerce version 2 platform to version 3, primary reason being on the latest BigCommerce platform and to leverage the Multi Storefront (MSF) features.

During the webinar, Andrew spoke about business issues such as inventory control, managing identical SKUs while inventory had to decide how to split new inventory at the warehouse and tracking. They wanted to bring together the two storefronts into one central location via MSF. We answered key questions like, why migrate from V2 to V3? How long does it take? What does the process look like? What if one needs to revert back?

Watch the session to discover from Whisker Seeker and StrikeTru as they share valuable insights that can benefit other BigCommerce merchants looking to upgrade to V3 using a turnkey solution.

[Watch Now](#)

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

TruPIM - A Product Information Management Tool

A SaaS PIM for growing companies. It consolidates product content & digital assets onto a single platform to give your entire organization a company-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 software management to meet merchant's digital commerce needs. Future releases will include advanced BigCommerce specific capabilities to boost 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 1.6

Thinking about upgrading BigCommerce stores from version 2 to version 3? This is the app for you. It is a single-click app with a wizard-driven user interface. The app handles the most complex product catalogs with large numbers of product and option and SKU counts, various types of product rules, configurable fields, product picklist type options, and more. Release 1.6 of our app is available with new features and enhancements that include the migration of inventory level data, MSRP field values, improved error reporting, and Google Shopping related steps are removed as these steps are handled automatically by the platform.

StrikeTru successfully helped over **35+ merchants** migrate their BigCommerce stores from V2 to V3. If you are looking to migrate to V3 quickly and without errors, this app is just right. [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 a single MSF enabled store. 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. Find out how you can take advantage of our MSF Migration Solution like **PepWear** did! [Find Out More](#)

Staying Connected with Our Partner: Power of Partnership



Harry Singh, Managing Partner & Co-founder of StrikeTru, had an amazing partner connect with Akeneo & BigCommerce in Austin Texas, Rendezvous with **Brendan Abernethy**, Regional Channel Account Manager at BigCommerce and **Tristan Oker**, Agency Channel Manager at Akeneo. Uniting industry titans for a future of seamless commerce!



StrikeTru attended **BigCommerce's Partner Summit**, Power of Partnership in July at Austin, TX where **Vik Gundaju**, Managing Partner & Co-Founder and **Dolon Basak**, VP of Marketing & Strategic Partnerships, met BigCommerce team members from Sales, Marketing, Partner Alliances, and other partner agencies we work with such as Digithaus! It was a great two-day conference filled with informative sessions such as the future of eCommerce, omnichannel presence, AI, networking, and fun!



With BigCommerce's Agency & Tech Partnership Team (left to right: Dan Fertig, VP of Agency & Tech Partnership, Lauryn Spence, Sr Manager of Agency Partnerships, and Brendan Abernethy, Regional Channel Account Manager).

Winner's Circle - Client Wins: PetChemist, Solo Stove, RESET and more!

Continued Success with BigCommerce V2-V3 Migration to Elevate Merchants 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 **35+ merchants** including *Pet Chemist, Solo Stove, ZGO Perfumery, Sonitek Corporation, Timney Triggers, Oyin Handmade, Bulk Apothecary, Catholic Answers, Overland Vehicle Systems* all jumping on the bandwagon during the third 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 in the V3. 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!

Heading to Market Faster with Akeneo PIM Connector for Shopify

Our clients continue to transform their eCommerce businesses leveraging the Akeneo PIM Connector for Shopify. Many others including *Star Pharmacy, NZXT, Sterling Build, RESET, Furniture Warehouse, and LittleOutlet* have reaped remarkable benefits from this integration, streamlining their product management and experiencing an upsurge in data quality. By centralizing product information within the Akeneo PIM and effortlessly synchronizing product updates to Shopify using our connector, has improved data accuracy, and led to substantial time and cost savings. With our highly automated app, bringing new products to market becomes a breeze for Shopify Merchants!

Project Go-live: TapeGuys, PepWear, & Hydraulics Supply Company

TapeGuys

An Arizona-based manufacturer of innovative and private-label tape products for specialty markets successfully migrated their BigCommerce store version 2 platform to version 3 in 2022. Now, within one month they also went live with StrikeTru's **TruPIM** (Product Information Management Tool). As a single-source of truth, this turnkey solution enabled real-time product updates, efficient multi-channel publishing, better SEO, and enhanced onsite search and merchandising, giving TapeGuys a jump on their competitors.

PepWear

A Texas-based multi-brand global apparel manufacturer and retailer, implemented StrikeTru's **Multi-storefront (MSF) Migration Solution**. They needed a way to eventually migrate fifteen stores. Having to keep up with several stores, PepWear had its share of challenges such as maintenance of product updates, different store inventories, and reporting. MSF functionality was a necessity for PepWear in order to sell, manage, and scale multiple brands across their stores. StrikeTru successfully migrated five stores in this phased-approach and more are on the horizon!

Hydraulics Supply Company (HSC)

A prominent Florida-based distributor of hydraulic, pneumatic, and industrial products successfully launched phase 1(a) of their PIM enabled digital transformation journey. The previous phase encompassed the implementation of **Akeneo PIM**, and integration with **Magento/ Epicor Commerce Connect (ECC)**.

Notably, this phase elevated the connected product data ecosystem by building an integration with **Epicor Prophet 21 (P21)** and **Satona Darrfos company** supplier data onboarding, and refined the data management framework for product, supplier, and digital assets information. As a direct result of these improvements, a seamless data flow was established between their systems and improved HSC's customer experience and overall product data ecosystem.

Solution Spotlight: TruPIM Scope



Enterprise Features & Small Business Cost - A Perfect PIM for Your eCommerce!

Explore six compelling factors outlining why opting for TruPIM as your centralized single source of truth for product management is a good for your eCommerce business, especially if you're currently without a PIM solution.

[Read The Blog](#)

