

# Migrating Magento to Bigcommerce for Conversion Rate Optimization

## Objective

Our customer was facing difficulties in optimizing sales and decided to create custom campaigns in order to attract more customers. One primary limitation faced in the existing eCommerce platform was increased dependence on technology teams for the creation of custom stores and themes. The client decided to move their existing store built in Magento to Bigcommerce mainly because it demanded no special coding skills for custom campaign creation. In addition, from a store setup perspective, Bigcommerce was a lot faster than Magento. The client needed a reliable Bigcommerce design & development partner who could help them successfully migrate from Magento in the least possible time.

## Challenges

- › Store front & theme customization
- › Configuration of product wish list, product listing & product review
- › Migration & mapping of thousands of product images
- › Enable requisite payment options like single payment gateway

## Approach

Rishabh Software, as a Bigcommerce Solution Partner, helped the client by collaborating with the stakeholders to create a detailed migration plan.

After finalizing the plan, data migration was taken as first priority by moving data from the existing Magento store to the new Bigcommerce store. Some of the high-level process steps were:

- › Identify and map the current business processes supported by the existing system
- › Identify which of the current business processes would work differently in the new system
- › Configure the new system to support the target business processes (which included custom API integration to support functionality)
- › Plan and execute data conversion (customers, orders, products, sales history, etc.)
- › Design and set up interfaces with other systems like warehouse/distribution systems, data warehouse and ERP
- › Plan the infrastructure requirements and load test the system
- › Quickly identify bugs and fix them

After the data migration, we conducted a migration survey with client to ensure all the existing data like categories, products, inventory, customers and digital media were moved successfully to the new Bigcommerce store. Once the data migration was confirmed, we worked on the store setup phase where custom theme and layout were built as per the campaign goals.

## Business Benefits

- › Search Engine Store Optimization
- › Built-in marketing campaign tools to improve sales
- › Seamless integration with payment systems & PayPal
- › Fully responsive UI design to deliver better user experience

## Industry Segment

Retail

## Customer Profile

UK based tool shop that offers a wide range of hardware equipments; ranging from Hand tools, Power tools, Automotive Tools, Garden Tools, Plumbing Tools, and to Work-wear

## Technology and Tools

- › Bigcommerce
- › Front End Development - Responsive Design
- › Custom API Integrations



## About Rishabh Software

Rishabh Software is a CMMI 3, ISO9001, ISO 27001, Microsoft Gold Partner & Oracle Gold Partner providing application development services & solutions to mid-sized enterprises globally through our offices in the US, UK and India. We leverage the latest technology stacks in Cloud, Mobile, Business Intelligence and other Enterprise technologies helping clients to get the best value of their IT budget. With our team of 250+ application developers, we have implemented 1000+ successful projects across 24 countries. We work on .NET, Java, PHP, iOS, Android, Oracle, IBM and Open Source technologies.



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