

Your Monthly Dose of Commerce News.

On-point. On-trend

Tech.

Data.

Commerce.



Goodbye, 2022!

As we wave goodbye to 2022, We're thankful for all of our customers & partners, thank you for being a part of our journey thus far.

What remains as a common element as we go into 2023 is the necessity to respond to customer needs at warp speed. We hope you enjoy gaining insights from this edition and ensure your eCommerce business is ready for 2023!



2022 REFLECTION: THAT'S A WRAP!

Dear Customers and Partners,

We had an eventful year! A lot has happened at StrikeTru. Here are some 2022 highlights:

Marketing: Evolved our brand to commerce and data management provider. Our site got a "face-lift" with a new look and feel. We launched events and programming such as Coffee & Commerce and Connect with the Experts focused on topics such as PIM-DAM integration, MDM, re-platforming Magento to BigCommerce and elevating your tech stack. We were honored to speak at a Henry Stewart event and sponsored Akeneo's first US-based conference!

Strategic Alliances: We continue to grow our strong partnerships with BigCommerce, Akeneo, and other platform partners. This year we partnered and hosted webinars and jointly posted on social media with BigCommerce, Akeneo, and MediaValet. We look forward to working closely with BigCommerce to provide our eCommerce development services to merchants, and with Akeneo to deliver PIM and DAM implementations, apps and tools.

Solutions: Our dedicated services and product teams continued to develop solutions that address customers' challenges. We added BigCommerce data migration services and V2-V3 store migration app. New features were added to connectors including Widen Connector for Akeneo PIM and Akeneo PIM Connector for Shopify. Migration tools such as Shopify to Akeneo Product Data Migration Tool and BigCommerce to Akeneo Product Data Migration Tool were added to our suite of apps and tools. We continue to offer commerce services for BigCommerce, Shopify, and Magento merchants.

Sales: We are grateful to help our newest customers worldwide including Brickworks, Versa-Valves, Hydraulic Supply Company, Topps Tiles, littlehipstar, Fantom Wallet, USA Labs, Shapers, AMGMedical, and Tape Guys, as well as "spread the love" to our existing customers Baird & Warner, PitBull Audio, and IncStores (just to name a few).

We continue to expand our team and offices in Canada, UK, and Australia. Talking about teams... we have the best team members (Yes, we are biased 🥰) who work around the clock and make our customers happy. **THANK YOU!!**

We THANK YOU for your on-going partnership and trust in us to deliver the best-in-class services and solutions. **Without ALL your support, we would not have accomplished all that we did this year!**

We look forward to a great 2023 of continued growth and supporting the community and businesses across the globe!

THANK YOU!

Vik Gundojia

Harry Singh

SOLUTIONS CORNER: What's New & Improved? Products & Services

BigCommerce V2-V3 Product Migration App

It's not too late to think about transferring your BigCommerce stores from version 2 to version 3 for 2023. Hop on the bandwagon with Fantom Wallet, USA Lab, Shapers, Tape Guys and more and experience the benefits of V3 stores. Our BigCommerce V2-V3 Product Data Migration App automates the process of upgrading the most complex BigCommerce stores from V2 to V3. If you're looking to migrate to V3 quickly and without errors, this app is just right for you. Release 1.3 of our app is available with new features and enhancements such as stripe payment integration and handling special characters in V3 SKU generation!

[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 synchronization of product catalog changes from Akeneo PIM and Widen DAM into your ecommerce platform daily.

[Find Out More](#)

Coming Soon in Q1 2023...

TruPIM

A true 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.

Canto DAM Connector for Akeneo PIM

Canto is the leading digital asset management solution with 2500 customers and 30 years of experience. Take advantage of the same benefits as our other DAM to PIM connectors (MediaValet and Widen)... now we are adding Canto DAM to our connector family!

STAY TUNED FOR MORE!

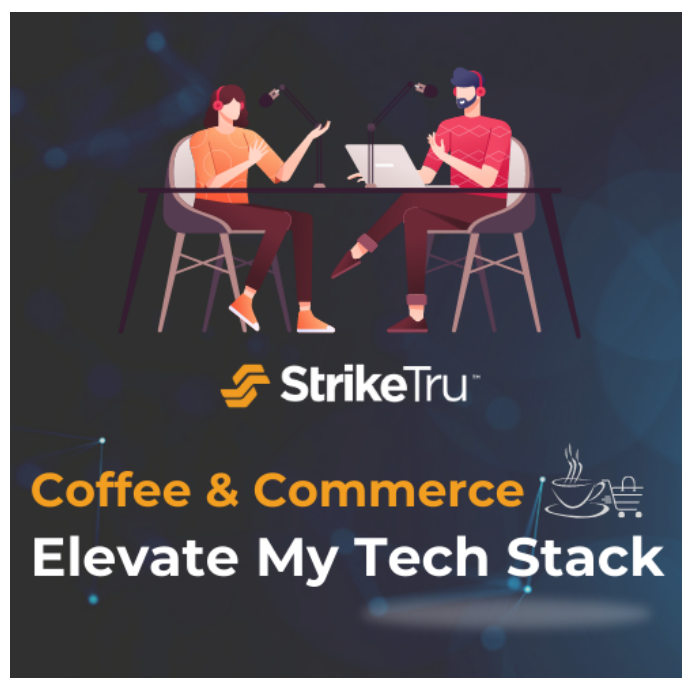
COFFEE & COMMERCE: Elevate your tech stack now!

In our October Coffee & Commerce session: Elevate Your Tech Stack NOW! Vik Gundojia, Managing Partner & Co-Founder of StrikeTru discussed common data related challenges faced by BigCommerce merchants and ways to overcome them via our content and commerce services and tools. During the webinar, Vik spoke about complex challenges such as migrating from V2 to V3 store, migrating to MSF, growing product counts, establishing trust, visibility and control over product data updates and more! We discussed how we helped Fantom Wallet migrate their BigCommerce stores from V2 to V3 and the results.

We answered great questions including why migrate from V2 to V3, what are the benefits of the V3 layout, what gets migrated and does not during V2-V3 migration, etc.

[Listen Now](#)

to gain insights!



STAYING CONNECTED WITH OUR PARTNERS: Akeneo and BigCommerce

We had a blast! @ Akeneo Unlock Boston Conference on Oct.4-Oct.5.

As a corporate sponsor, Vik Gundojia, Harry Singh, and Dolon Basak met several Akeneo and partner colleagues and friends. The conference was packed with informative sessions, networking, and great food! We heard about insights into Akeneo PXM Studio and omnichannel product activation, and more!



Breakfast was an apt Co-Founder and Chief Product Officer, Nicolas DuPont.



Evening of Fun: Hanging out with Akeneo CEO Fred de Gombert and Akeneo



StrikeTru team taking a break for the photo op! Versa-Valves, Director of Digital Technology.



Always a pleasure to connect with our customer, John Hatcher.

BigCommerce Site Visit.

We got to experience what it means to "Keep Austin weird!" We were delighted to be at BigCommerce's headquarters to meet cool folks like Customer Success Managers including Maria Jose Buendia and her team. During the visit, we spoke about how to enable BigCommerce merchants to leverage our commerce and content services. In addition, we spoke about our products and services for BigCommerce merchants such as V2-V3 Migration App, MSF Migration Services, Connectors, PIM and more! We met Daniel Fertig and Lauryn Spence, part of Agency Partnerships-Americas, and Lisa Bellamy Director of Marketing to further collaborate on agency services. Nothing beats face-to-face meetings!



Vik Gundojia and Dolon Basak visit BigCommerce's headquarters in Austin, TX.

WINNER'S CIRCLE - CLIENT WINS & PROJECT COMPLETION: Fantom Wallet, USA Labs, Shapers, Tape Guys, and IncStores.com



Fantom Wallet, USA Labs, Shapers, Tape Guys... Elevating Their Tech Stack

Fantom Wallet, USA Labs, Shapers, and others elevated their tech stack by migrating their V2 stores to V3 automatically by using StrikeTru's V2-V3 Product Migration App. 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!

IncStores.com On the Path to Digital Transformation with StrikeTru

Arizona-based flooring and tile company IncStores.com selected StrikeTru to implement Akeneo Growth Edition PIM, and integrate Canto DAM with Akeneo using StrikeTru's Canto Connector app. StrikeTru is also providing product data structuring and data enrichment services.



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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