

# BigCommerce Multi-Storefront (MSF) Migration Made Easy

## Case Study:

**PepWear**

[www.pepwear.com](http://www.pepwear.com)



## A Company focused on Commemorating Youth Achievement

**PepWear**, a Texas-based multi-brand global apparel manufacturer and retailer, modernized its eCommerce environment through a BigCommerce Multi-Storefront (MSF) solution. Their products include souvenirs such as t-shirts, lanyards, hoodies, trophies/plaques for middle and high schools. PepWear is also involved with pop-events to help promote their merchandising. A small-size company, with a family-oriented feel where cross-training is big and roles are fluid, grew 25% in the last two years and made \$1.3M online sales. They continue to add new stores online and more sales reps.

To keep-up with the demands of their business growth and exceptional customer service, there was a need to use a single BigCommerce “store” to power multiple “storefronts.”

## Goal to Migrate to MSF Seamlessly

In order to use BigCommerce’s MSF feature, PepWear needed a way to eventually migrate fifteen stores. Having to keep up with several stores also had its’ share of challenges: There was a lot of maintenance that included setting up products fifteen different times, maintaining different inventories across the stores, and reporting was a nightmare with multiple backends, not to mention human error involved in these processes.



## Getting the Job Done...with StrikeTru's MSF Solution

In order to serve its' customers better and stand out from the competition, PepWear need to migrate to MSF. PepWear has been on the BigCommerce platform for over ten years. They had a lot of historical data with repeat customers and also did not want to lose time doing this. Time was of essence to be ready for school calendar year. BigCommerce's Customer Success Manager recommended StrikeTru to help address these challenges. StrikeTru took on the challenge and seamless migrated all their products using StrikeTru's MSF solution.

In this phased approach, PepWear decided to migrate the first 5 stores. PepWear product catalog consisted of 2606 total products. There are 4341 SKUs and variants. PepWear migrated the following data types:

- ✓ Products
- ✓ Categories & brands
- ✓ Digital assets
- ✓ Pricing
- ✓ Inventory
- ✓ Orders
- ✓ Customers and customer groups
- ✓ Shipping zones
- ✓ Shipping methods
- ✓ Product reviews
- ✓ Coupons
- ✓ Gift certificates
- ✓ Email templates
- ✓ Themes
- ✓ Blogs
- ✓ Webpages
- ✓ URL redirects

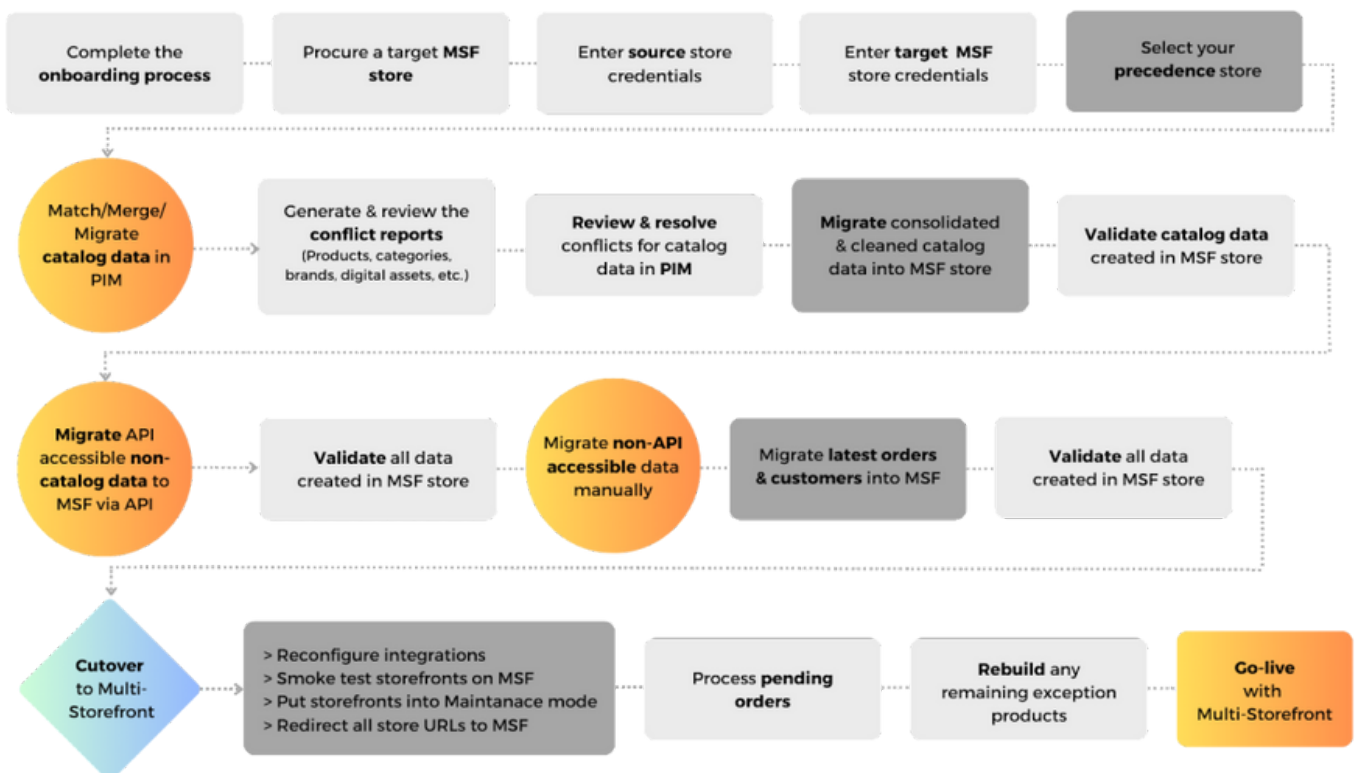




## Migration Goals

- Identify and fix product data issues such as catalog duplications and errors prior to migration
- Match, merge, link, and migrate catalog and non-catalog items into MSF
- Transfer large data volumes – including 2 years' worth of sales data

In order to have a successful implementation, the **“right people need to be in the room”** PepWear and StrikeTru had the following roles for the project: From PepWear, the roles were Project Manager, IT Director, Ecommerce Manager and Marketing Lead and from StrikeTru’s side there was the Project Manager and Implementation Lead.



The project was successfully completed in six months from the time of needs assessment to go-live.

*"We were proud to help PepWear adopt MSF. They are on the path to modernize their eCommerce by streamlining eCommerce operations and establishing a single source of truth for their online store."* **Vik Gundaju, Co-Founder & Managing Partner, StrikeTru**

## On the Horizon: Accelerated Time-to-Market & Increase in Sales



### Migration Results

- Minimize store downtime to reduce disruption to the business
- Eliminate risk and complexity involved in a manual migration to MSF
- Migrate without errors or data loss

*"With our eyes set on adopting multi-storefront (MSF) for our online business, we had concerns about challenges with data duplication, data consolidation, data integrity & accuracy, data volume and a lot of time, money & resources needed for the migration. StrikeTru's MSF solution was the solution for us. They helped us successfully migrate our stores in a faster and streamline way."* **Brad McClatchey, IT Director, PepWear**

The journey continues with Pepwear: Having one back-end to manage product data across all stores has enhanced their capability make updates quicker on the front-end, thus reflecting the most accurate information. The next phase entails migrating more stores and creating a customized solution for a single source of truth for their sales data via a customized solution via involving SQL data base.