

# Lightning-Fast Catalog Syncs from Akeneo to BigCommerce



## Case Study: Akeneo PIM Connector for BigCommerce

**About Company:** A U.S.-based leader in automotive parts distribution, specializing in keys and remotes. They supply locksmiths, resellers, and automotive professionals with a large, high-quality product range backed by excellent service and fast delivery.

**Industry:** Automotive Parts

**Platforms:** Akeneo Enterprise Edition (Serenity), BigCommerce Enterprise

## PROJECT SUMMARY

To better support its sales channels including multiple BigCommerce stores, the company needed to modernize legacy ERP based content operations with PIM enabled product workflows. They partnered with StrikeTru to centralize enterprise product information in Akeneo PIM, organize and control their data better, automate content workflows, and enable continuous delivery of improved product content to BigCommerce stores and other enterprise systems.

The integration from Akeneo PIM to BigCommerce, powered by StrikeTru's SaaS Connector, was configured to sync catalog updates to the company's websites within minutes. Affordably priced and feature-rich, the StrikeTru Connector provided instant connectivity from Akeneo to BigCommerce and eliminated the need for costly and complex integration development. This web-based connector also offered intuitive, self-service capabilities for both business users and developers to configure, launch, and monitor product data syncs from PIM to BigCommerce.

## CATALOG SNAPSHOT

**Pre-existing Catalog:** Yes

**Products:** 50,000+

**Images:** 50,000+

**Category Trees:** 1

**Brands:** 100+

**Custom Fields:** Yes

**Variant Metafields:** Yes

**Stores / Storefronts:** 1 / 1

**Variants:** Yes

**Videos:** Yes

**Category Levels:** 6+

**Total Attributes:** 150+

**Product Metafields:** Yes

**Fitments:** Yes

## CAPABILITIES UNLOCKED

- Near real-time data syncs – products, assets, categories, brands, and fitments
- Updates to a pre-existing catalog without duplicating data
- Flexible and granular import configurations (e.g. import products that are categorized, tagged for a specific BigCommerce store, 100% complete, approved, etc.)
- Sync product identifiers, titles, descriptions, assets, pricing, specifications, product categories, brand, fitments, SEO info, visibility, purchasability, inventory tracking, & more
- Sync data into standard and custom fields, product and variant metafields
- Transform names & values of product options / custom fields / metafields
- Configure custom metafield namespaces to facilitate dynamic PDP display logic, ShipperHQ logic, etc.
- Delete BigCommerce product values when source values in PIM are erased
- Sync category trees
- Send sync status and error reports to a Microsoft Teams channel for user convenience

## BUSINESS IMPACT

The company gained total control and visibility of product data syncs to BigCommerce by deploying StrikeTru's Connector.

- Saved server, PaaS license, and developer costs
- Handled all current sync requirements
- Provided capabilities to handle future sync requirements (enriched categories, brand data, reference entities, multi-storefront, etc.)
- Achieved near real-time update capabilities
- Saved user time spent on data syncs and troubleshooting
- Helped retire other tools being used for data syncs
- Enabled self-service for business users & developers
- Enabled on-demand syncs, in addition to scheduled syncs
- Enabled monitoring of sync jobs, ability to cancel jobs, and receipt of error reports via Connector UI and Microsoft Teams channels
- Enabled automatic updates of product visibility
- Enabled automatic sync of category updates in addition to product updates

*"We leveraged StrikeTru's Akeneo PIM Connector for BigCommerce to simplify and speed-up product updates on our website, provide control to business users, reduce manual effort, and avoid the need to build and maintain a custom integration."*