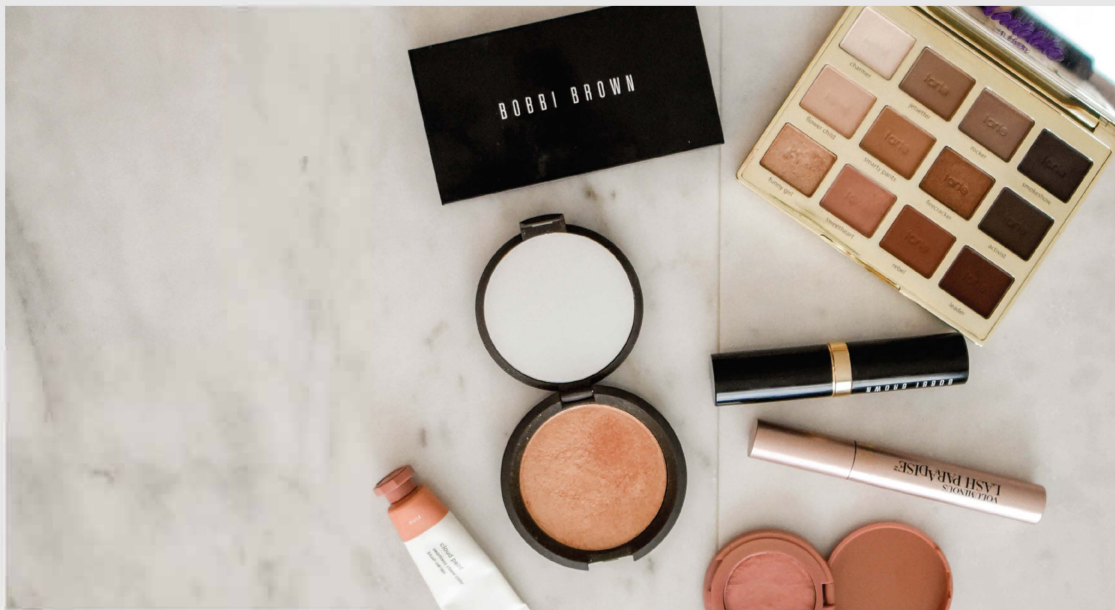# Magento to Demandware migration

About the client

The retailer is an upcoming premium beauty products brand that brings Japanese beauty secrets to the discerning American customer. The brand sells at some of the major beauty product retailers, and also has a large direct to consumer channel. The company differentiates on offering a one-of-a-kind product line, a unique story, and high-quality one-to-one service and support.

Business challenge

As a single-brand retailer in the crowded beauty product space, the company wanted to focus its IT resources on building ecommerce features that contributed directly to customer experience and revenue, and relegate everything else – such as security patches and infrastructure – to the ecommerce platform. The retailer was on an older version (1.12) of Magento, and the do-it-yourself nature of open source ecommerce platforms was not quite appropriate for its size, business model, and technology culture. The retailer decided to migrate to the Salesforce Commerce Cloud, which handled all infrastructure, gateway security, and security patches on its own under the hood, freeing up bandwidth to focus on delivering business value. The retailer chose Litmus7 for the Magento to Demandware migration.

Litmus7 approach

Litmus7 was involved right from technology selection stage. Together with the client we evaluated multiple cloud-based ecommerce platforms, estimating the extent of customization that would be required for every candidate solution. Demandware won out because of its flexibility and its large installed base among beauty products retailers.

• The Litmus7 team migrated the database into Demandware, covering customers, orders, gift cards, promotional coupons, coupon redemptions, subscription orders, and payment tokens. One important instance of customization was reducing the four-step checkout process to a single step (in the case of saved card details, shipping, and billing information). Another instance was enabling autoreplenishment when only a few cart items came under the ambit of subscription and rest were one-time purchases. In addition, The migration involved the selection, implementation, and integration of a whole host of third party products, including Bazaarvoice (review and ratings), Braintree (payments), Selligent (email marketing), OSF Commerce (auto replenishment), Talkable (referral marketing), Avalara (sales tax), and Celigo (integration). The entire project was run in the agile paradigm.Litmus7 transformed the client's e-comm

> " Litmus7 transformed the client's e-commerce platform with an optimized architecture, maximum automation & increased productivity "

Working with us, retailer achieved

Increase in online orders by optimizing UX w/cutting edge trends	**25%**
Reduction in bounce rate & cart abandonments	**50%**
Ability to launch flash sales that generates	**300%** more online orders
Ability to launch new campaigns & promotions with	**80%** less time & effort80