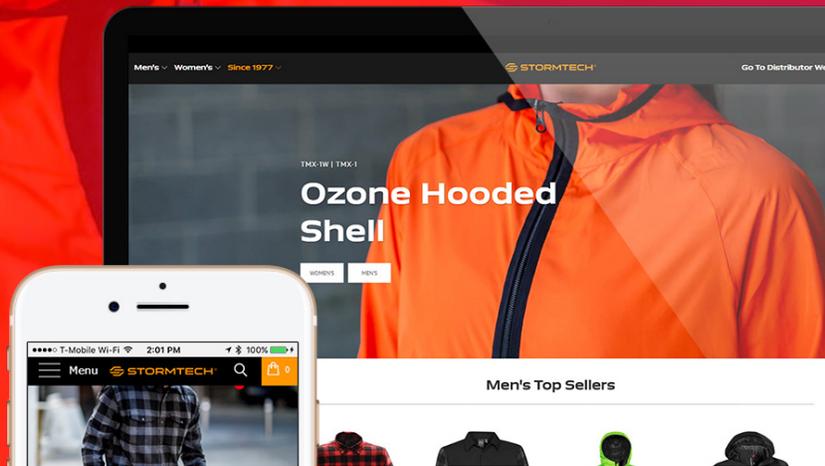


# Pixafy helps StormTech Implement B2B and B2C eCommerce with Custom ERP integration



## TECHNOLOGY USED

Shopify, Aprise ERP, Nextopia Site Search

## PIXAFY SERVICES USED

eCommerce Platform Migration, Custom Aprise-Shopify connector

## DESIGN

Multiple Landing Pages

### About Stormtech

Stormtech is a Canadian sports apparel and equipment company that develops products specifically designed for specialty retail companies and corporations.

### Stormtech and Pixafy: Switching platforms

When Stormtech contacted Pixafy in December 2017, they were looking for a partner to help swap their Magento-based B2B and B2C retail portals for alternatives built on Shopify and develop a custom integration module that would facilitate automated order and pricing synchronization between the new sites and its existing Aprise enterprise resource planning system. Stormtech ultimately opted to partner with Pixafy after reviewing our proposal and signed on in March 2018.

### Navigating multiple moving pieces

Our developers went to work immediately, transferring mission-critical data from the existing Magento sites to two new portals based on a preconfigured Shopify Plus theme. They then developed UX and UI features designed to support customers from across the globe. The backend infrastructure of the sites themselves further fortified this capability, offering access to page creation tools that would allow users to tailor online shopping experiences to customers' countries of origin. With this formidable foundation in place, our team moved ahead with a number of powerful ancillary site enhancements designed to further augment Stormtech's e-commerce footprint.

Pixafy developers installed Nextopia Site Search to provide customers with intelligent search term recommendations and displays results in an easy-to-read format. They also implemented new social media integration widgets, put into place streamlined page-building tools and created links that navigate to the apparel company's B2B catalog and custom design documentation. Additionally, our integration specialists managed to code an entirely custom Aprise-Shopify connector to facilitate data flow between front-of-house and back-of-house operations. To close out the project, we designed multiple landing pages for Stormtech's philanthropic program called the One-to-One Initiative. Throughout the entire process, Pixafy collaborated with internal information technology stakeholders and ensure long-term backend sustainability post go-live. The B2B site launched in July 2018 and the B2C portal came online one month later.

### Pixafy, Shopify and Stormtech

The Pixafy development team managed to design an efficient yet robust e-commerce ecosystem that not only supports modern customer experiences but also reduces operational costs. However, our partnership with Stormtech does not end here. We are currently crafting order-push and handpicked-product features for the brand's B2C site and are contracted to provide support for ongoing technical initiatives throughout 2019 and beyond.

