

Website:
www.mybinding.com
USA

Industry:
Industrial Goods

Model:
B2C

Platform:
Magento On Premise

Unveil how **Krish and Magento** helped **Mybinding** meet their growing commerce needs

The USA's leading binding and lamination product dealer was seeking help to prepare their online store for increasing commerce.

Collecting the **splattered papers**

Having experience of more than 30 years, Mybinding is undoubtedly one of the USA's largest binding and laminating dealers. While the brand had brick and mortar stores in Oregon, Washington, Idaho, Utah, California, Nevada, Illinois, and Missouri, with their online store they wanted to expand the commerce by reaching wider audience. They were doing considerable business with their Magento 1 store, however, with the increasing footfall, they felt the need to upgrade their store to Magento 2.

While on one side their business was expanding, on the other hand, the announcement of Magento 1 End of Life popped and they decided to not delay further. Covering wide range of products on their store, the major concern was the data involved. Besides this, they also wanted to connect their current ERP system with the Magento store to streamline their entire operations.

It was to seek ease and implement the best possible solution, they contacted Krish. Being acquainted to their store, it wasn't that difficult for the team to build a solution. The need was to shuffle the technology and implement the changes in stipulated time, without causing any loss to their precious data.



Binding with a blend of **enhanced commerce**

To start with, the team picked the over-engineered codebase that was loaded with numerous 3rd party extensions and carried loosely defined business logic/workflow. Once the issue was resolved, the second in list came as a hectic task. Yes, the migration of all the native data from Magento 1 store including all the 3rd party extension and custom module data. Besides this, team also developed own scripts to manage the data migration seamlessly. One challenge here was to ensure that entire migration goes flawless with more than 40,000 SKUs.

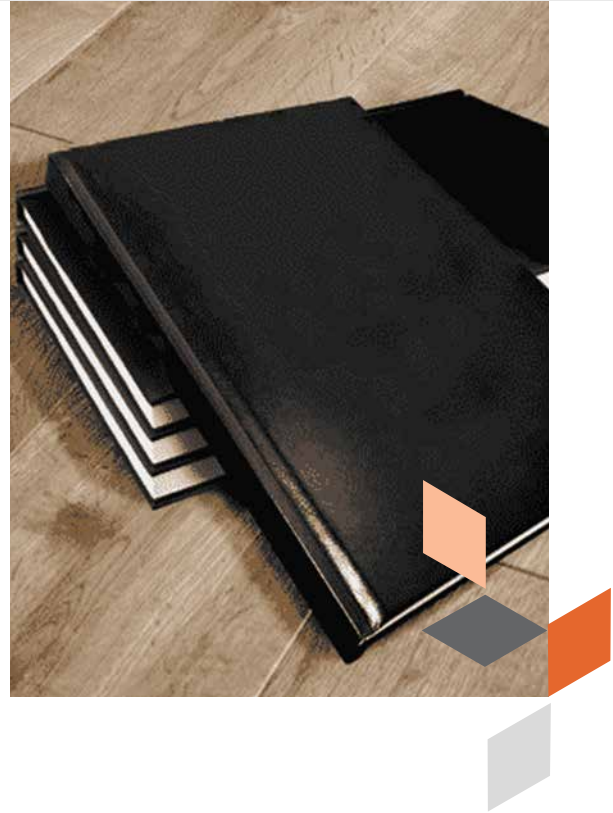
Moving further team enhanced the native group product structure to showcase and make accessible all the child items from individual page. Also enabling to add group product item with all custom options with single add to cart button made a priority place in the list. There were large number of content and category landing pages with distinct layout and looks. The team here has to manage individual page layout for all those static contents.

Before concluding the priority cycle, team developed own connector to connect the Magento store with Acumatica ERP system. This included syncing of all the orders with all types of products, customers and different payment methods along with the management of all the logs and Queue functionality.



Expanding commerce with **Magento experience**

Soon after the migration process and going live with upgraded store, MyBinding noticed the difference. While their orders per day increased by 18%, the average order value too increased by 12%. Considering the implementations done to enhance experience, the revenue grew by 25%, while the mobile traffic increased by 35%.



Client Speaks

“It has been four years now that we are working with Krish the develop and maintain our digital presence. The development team did a great job in churning out the complicated huge project. They indeed played it well and helped us migrate to Magento 2 without any loss of data and commitments they made in regards to time and expectations.”

Jeff McRitchie
(VP eCommerce, MyBinding)



Success stats

