

COGdigital^o

WEBSITE RE-PLATFORMING & MIGRATION

Case Study – Stokke



DISCOVER



THE COG DIGITAL APPROACH TO WEBSITE RE-PLATFORMING AND CONTENT MIGRATION



This document will introduce you to one of the COG Branding eCommerce Website RePlatforming and Migration projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!

START!





WHAT WE KNEW FROM THE START

We knew that Stokke needed a trusted professional Australian website design team to develop and manage their eCommerce platform migration from BigCommerce to Shopify, and ensure the primary digital assets performed at go live and during warranty period and beyond.

We also knew that the Stokke brand needed a Web Development agency that is affordable, communicates clearly, and understands both proprietary BigCommerce and Shopify platforms, plus connecting inventory management plugins from the Shopify marketplace to replace the BigCommerce functionalities.

Going from proprietary software to proprietary software determined their partner digital development agency could offer a WMA (Website Maintenance Agreement) and support aftercare once the replatforming was complete.

Plus, their business wanted a team of digital experts to offer solutions for better performance in Google, UX, and solve 3rd party plugin optimisations.



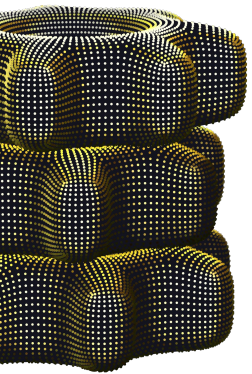
ABOUT THE CLIENT

Stokke AS was founded in Ålesund, on the west coast of Norway, in 1932. Stokke provides worldwide distribution of premium children's furniture and equipment within the highchair, stroller, baby carrier, home textiles and nursery market segments.

Since 2006 Stokke has focused exclusively on premium children's furniture and equipment within the highchair, stroller, baby carrier, home textiles and nursery market segments. Today, Stokke continues a long tradition of designing smart, sustainable products that promote bonding and healthy development for a whole new generation of children and their families.

More than forty years after the launch of Tripp Trapp®, the Stokke philosophy continues to be based on one core concept; to design products that are in the best interest of the child. All of our products are designed to encourage child development and to strengthen the bonds between parent and child. From our high, parent-facing strollers, to our award winning ergonomic baby carriers and versatile line of adjustable seating solutions, Stokke prioritizes the needs of the child above all else.

Stokke knows that it is of the utmost importance that children have a sense of connection with their loved ones to feel safe and secure. That is why a “higher is better” and “parent-facing” approach is taken toward so many of our products. These features promote better eye contact and interaction between parent and child.



FROM THE CLIENT

Anny Havercroft, Head of Digital at Stokke Australia says that *“COG Branding proved their knowledge of both BigCommerce and Shopify technologies, and also Shopify POS integrations”*. While our COG Branding team is humble, Anny also added *“With a fast moving business we need support and problem solving, and COG Branding were able to deliver against our expectations”*.

- [Anny Havercroft](#)
Head of Digital





THE KEY COG DIGITAL SOFTWARE & TECHNOLOGY IN THIS PROJECT.

Shopify

[Shopify](#) Inc. is a Canadian multinational e-commerce company headquartered in Ottawa, Ontario.

Shopify is the name of its proprietary e-commerce platform for online stores and retail point-of-sale systems.

With Shopify, merchants can build and customize an online store and sell in multiple places, including web, mobile, in person, brick-and-mortar locations, and pop-up shops and across multiple channels from social media to online marketplaces.

BigCommerce

[BigCommerce](#) is a NASDAQ-listed ecommerce platform that provides software as a service services to retailers.

The company's platform includes online store creation, search engine optimization, hosting, and marketing and security from small to Enterprise sized businesses.

Multi Environment Integration

COG Branding combines both proprietary knowledge of the Shopify and BigCommerce platforms and creates a migration strategy and plan to ensure a replatforming nurtures project success. Success would include CMS, SEO, DNS and Website Hosting elements to all be considered and managed through to live production environments.



MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain – COG Branding will ensure the project journey is rich in communication and accuracy.

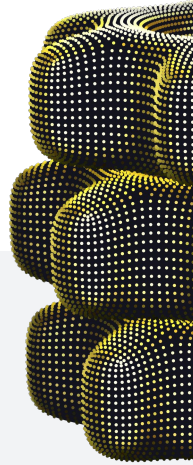
All projects have challenges and people rely on COG Branding for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations. So during production and aftercare we're on the same page.

- **Nurturing content migration from platform to platform**
- **Sitemap management for UX and also SEO**
- **Staging Server and Production Server Environments**
- **Front end UX Design requirements**
- **Bundle Buy Functionality**



BRIEF SUMMARY



Stokke had a BigCommerce eCommerce CMS and needed to replatform this to a Shopify Plus platform. This included front end UX Design, content migration, eCommerce Merchant optimisation and SEO.

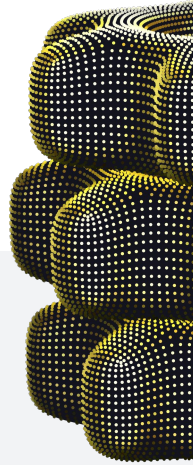
Replatforming from BigCommerce to Shopify was initiated to eliminate pain points that the Stokke current platform was been giving them. COG Branding developed a list of dependencies to ensure they are not adversely affected when Stokke made the switch. This included more than just Stokke staff and internal processes.

Our job was to ensure Stokke were set up for as little disruption to their BAU as possible. Replatforming the Stokke ecommerce business successfully included a robust strategy and precise planning.

From BigCommerce and Shopify website development, content handling and project management, indexing the new sitemap via Search Console at Google, and performing 301 redirects and CMS SEO tasks – our efforts was all encompassing.



SOLUTIONS SUMMARY



The Stokke eCommerce Replatforming project initially commenced with a workshop with stakeholders to be certain they understand their concerns and what they would most want to be made available.

Then, as we reviewed the two platforms and isolated the must-haves against the nice-to-haves we began to create a dashboard that would guide our client in selecting the best execution for the project as a 1.0 Shopify production go live, and a 2.0 Shopify Evolution.

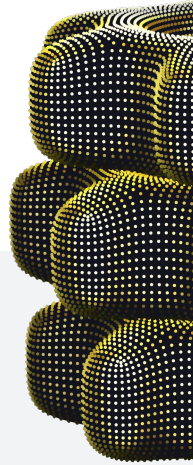
An audit of the BigCommerce environment which included sitemap, inventory and third party plugins allowed our replatforming strategy to meet a new Shopify CMS. Here we would include front end UX Design, content migration, eCommerce Merchant optimisation and SEO line items as part of the technical scope with clarity.

The COG Branding Ecommerce replatforming checklist is -

- Select your replacement solution.
- Identify platform dependencies.
- Review existing contracts.
- Map your migration path and scenarios.
- Analyze costs and build a business case.
- Develop a customer-facing communication plan.



RESULTS SUMMARY



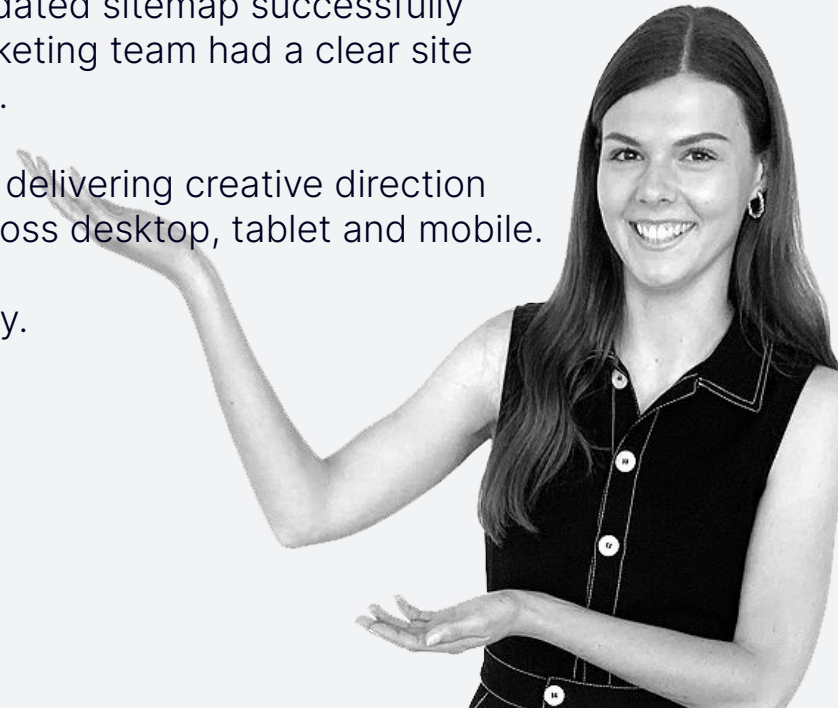
Go live with project Success! Stokke successfully departed the BigCommerce eCommerce platform and onto Shopify Plus platform.

The replatforming project included front end UX Design, product shopping cart content migration including configurable inventory, shipping matrix, bundle buys, POS inventory management plugins and CRM connectivity.

Google Search Console was optimised to ensure the updated sitemap successfully managed 301's and 401's and the paid performance marketing team had a clear site architecture to overhaul their paid campaigning strategy.

With an inhouse Creative Director and Graphic Designer delivering creative direction our UX design needed to be onpoint and to the pixel across desktop, tablet and mobile.

A successful replatforming from BigCommerce to Shopify.





**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



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Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

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