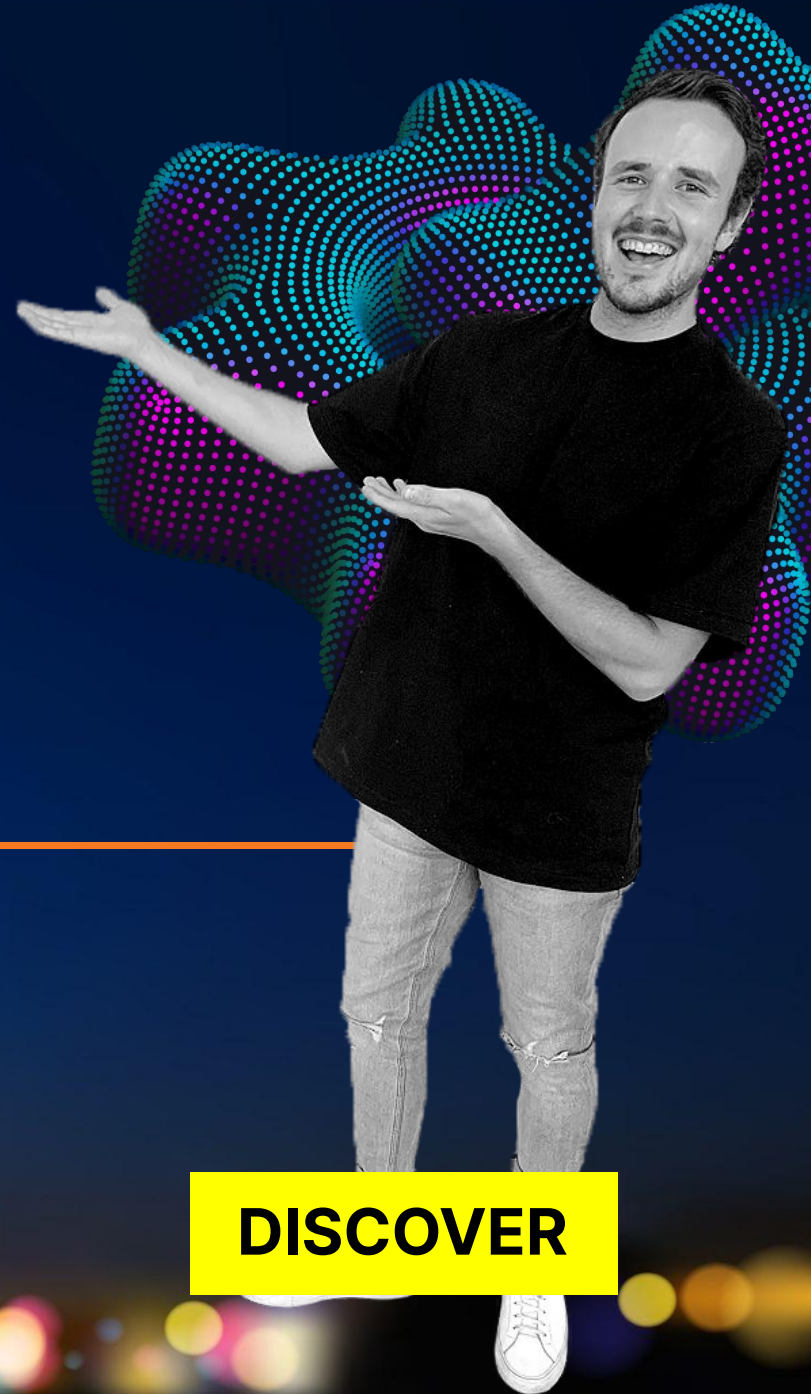# COGdigital

SHOPIFY INVENTORY MANAGEMENT INTEGRATIONS

## Case Study - Stokke

STOKKE®

DISCOVER

THE COG DIGITAL APPROACH TO SHOPIFY INVENTORY MANAGEMENT SOFTWARE INTEGRATIONS

STOKKE®

This document will introduce you to one of the COG Branding eCommerce projects and Inventory Management Software Integrations 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!
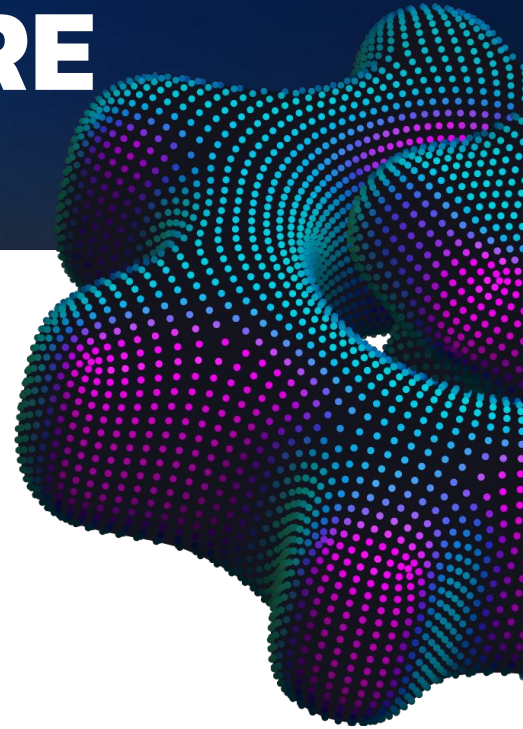
START!

WHAT WE KNEW FROM THE START

We knew that Stokke needed a trusted professional Australian website development team to develop and manage their eCommerce platform, 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 the Shopify platform and how to integrate inventory management plugins and inventory management software. Connecting inventory management plugins from the Shopify marketplace to replace the previous website platform 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.
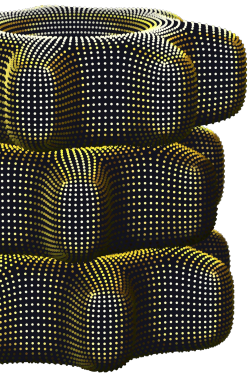
More than forty years after the launch of Tripp Trapp®, the Stokke philosophy continues to be based on one core concept; to design products that are in the best interest of the child. All of our products are designed to encourage child development and to strengthen the bonds between parent and child. 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 Havecroft
  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.

Unleashed

Unleashed is cloud-based software that gives product businesses clarity and control across suppliers, production, inventory and sales. For over 10 years, we have empowered companies of all sizes, from start ups to international enterprises.

Unleashed is inventory management software for any business that makes, manages or moves products. Learn how we help you save time, grow profits and improve performance.

Multi Environment Integration

We combined the replatforming project from BigCommerce to Shopify with this integration, so our knowledge and migration strategy ensured we could incorporate the Unleashed software into the technical scoping and broader project plan.

Success would ensure inventory management working in the live production environment.

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**

- **Pushing existing inventory into the new website platform**

- **Staging Server and Production Server Environments**

- **API Connectivity**

- **Bundle Buy Functionality**

BRIEF SUMMARY
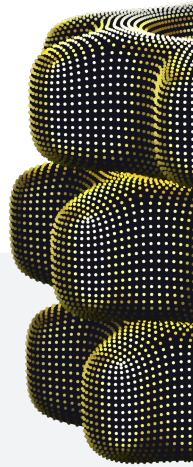
Stokke replatformed from BigCommerce to Shopify Plus platform with COG Branding. What was needed was inventory software that gave Stokke instant visibility and control, so we went to market to discover the most appropriate inventory management software that makes, manages and moves products.

Stokke needed real-time stock management and to know what's on hand — and where it is — at any time with perpetual inventory control. They also needed to keep stock counts quick and stock levels lean, no matter how many products they managed.

The new Stokke Website also demanded that they could buy and sell at scale with ease, and wanted to avoid stockouts, be able to raise sales orders in seconds, master margins, control stock across global supply chains, use advanced pricing strategies.

Our job was to ensure Stokke were set up for as little disruption to their BAU as possible. Integrating inventory management software for the Stokke ecommerce business successfully needed to include a robust strategy and precise planning.

SOLUTIONS SUMMARY
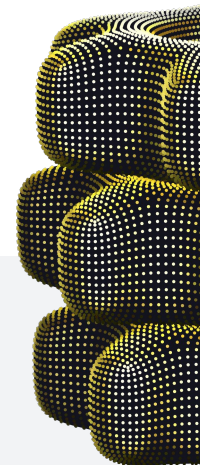
The Stokke inventory management software integration project initially commenced with a workshop with stakeholders that combined with the website replatforming project. COG Branding needed to be certain we understood the Stokke concerns and what they would most need form this integration.

COG Branding found the most appropriate software was Unleashed, inventory management software that's perfect for manufacturers, wholesalers and eCommerce retailers such as Stokke.

Unleashed allowed real-time inventory control and reporting. It also provided Stokke the opportunity to enjoy real-time stock visibility and maximise control, and understand their product margins and make better decisions based on real-time, accurate profit reporting.

There is also a Unleashed Sales App that allowed Stokke to make more sales and better manage their customers, products and orders while on the road.

What provided COG Branding developer support was that Unleashed provided instant data integration with platform partners, such as Shopify. As a cloud-based platform, Unleashed software creates an enterprise-level business management solution to streamline business. Synchronizing your data to the best-of-breed applications you need to run your business.

RESULTS SUMMARY
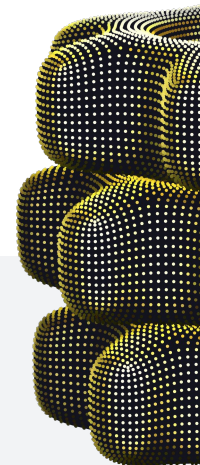
Go live with project Success! Stokke successfully integrated the Unleashed software for inventory management.

The project included pulling the data feed through existing warehouse stock into the Shopify eCommerce platform and ready for customers to purchase form a single stock listing that was shared with wholesalers.

The software integration project included UAT (User Acceptance Testing) from staging environment and content migration including configurable inventory, shipping matrix, bundle buys as part of the inventory management project.

A successful Shopify software integration with Unleashed, a powerful inventory management system, that assists Stokke manage their entire product catalogue in the cloud, and to know precisely in which warehouse the product is located, and also enabling stock takes to be completed faster and provide full visibility into stock costs.

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

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

CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

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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