



TECHNICO INDUSTRIES LTD.

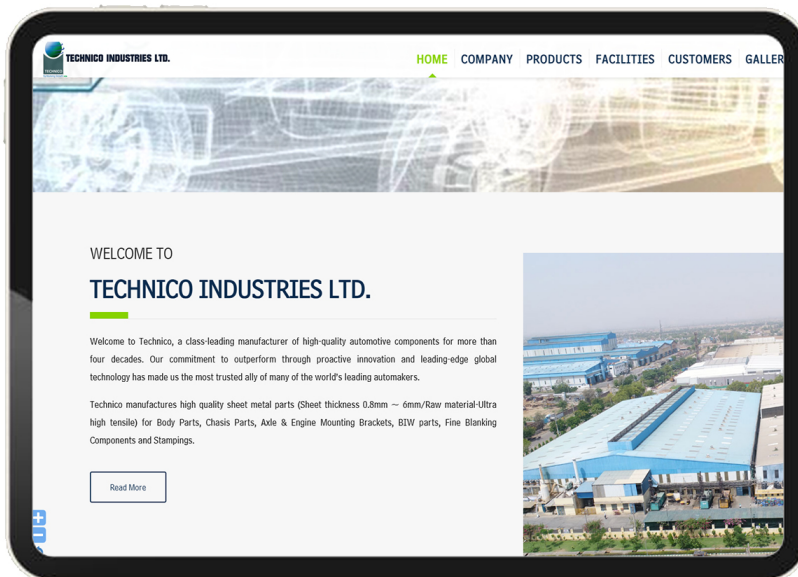
Magento 2
Implementation
and **Epicor P21** ERP
Integration.

ABOUT TECHNICO

Technico, Inc. is a trusted distributor of THK motion control products and services for industrial automation. They offer comprehensive sales and support for mechanical and electrical design engineers, as well as purchasing and maintenance personnel. They serve many industries, such as automotive, robotics, packaging, and medical. They focus on providing automation technologies for both manufacturers (OEMs) and large users, like car assembly plants and steel mills.



www.technicoindustries.com



Services Provided

- UI and Magento 2 Implementation
- Third-Party Integrations
- Epicor P21 Integration
- SEO and Marketing Services
- UX Enhancements

Platform





Challenges Faced

Platform Migration

Technico needed to migrate from their old ecommerce platform to Magento 2, which led to an initial dip in sales and traffic due to changes in core functionality.

Seamless ERP Integration

Integrating their Epicor Prophet 21 ERP system with Magento 2 was complex, as the two systems used different data types and required a custom data transfer solution.

UI/UX Enhancements

The existing website required significant improvements in user experience, including enhancing key pages like the 'Home', 'About Us', and 'Contact Us' pages to make navigation more intuitive.

SEO and Marketing Boost

To recover from the traffic dip, Technico needed help with SEO, content creation, and marketing campaigns to drive more visitors and increase conversions.

Data Migration

Safely transferring customer, product, and order data to Magento was essential for continuity and accurate order fulfillment.

Custom Implementation

Technico required custom integrations for payments, shipping, and tax calculations to streamline the checkout process and align with their ERP system.

Increased Traffic and Order Handling

Technico anticipated higher traffic and orders after Magento 2 optimization and needed an efficient system to handle the increased volume.

Solutions Offered

Magento Migration

The existing ecommerce platform was successfully migrated to Magento 2, ensuring improved performance, scalability, and functionality.

UI/UX Enhancements

Key pages such as the 'Home', 'About Us', and 'Contact Us' were revamped to enhance user experience, improve navigation, and increase engagement based on user behavior analysis.

SEO and Marketing Optimization

A comprehensive SEO strategy was implemented, including content optimization with targeted keywords, along with Google Ads, social media, and blog content to boost traffic and improve conversions.

Custom Checkout Experience

The checkout process was customized, providing seamless payment options and personalized shipping methods, all aligned with Technico's ERP system.

ERP and eCommerce Integration

The integration of Epicor Prophet 21 ERP with Magento 2 ensured real-time data synchronization between both platforms, automating manual tasks and improving operational efficiency.

Data Migration

Safe transfer of customer, product, and order data was executed, ensuring consistency and preventing disruptions in service during the transition.

Handling Increased Traffic

The website was optimized to efficiently manage higher traffic and order volumes post-Magento 2 implementation, ensuring smooth handling of customer registrations, quote requests, and transactions.

Impact



**Improved Website
Performance**



Enhanced User Experience



Increased Organic Traffic and Conversions



Streamlined Checkout Process



Driving Digital Growth for
Manufacturers & Distributors

We take the guesswork out of
ecommerce.

Schedule a consultation call today

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