

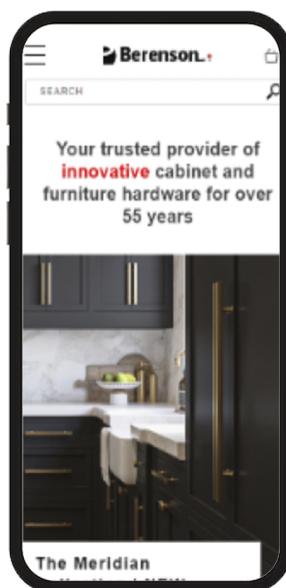
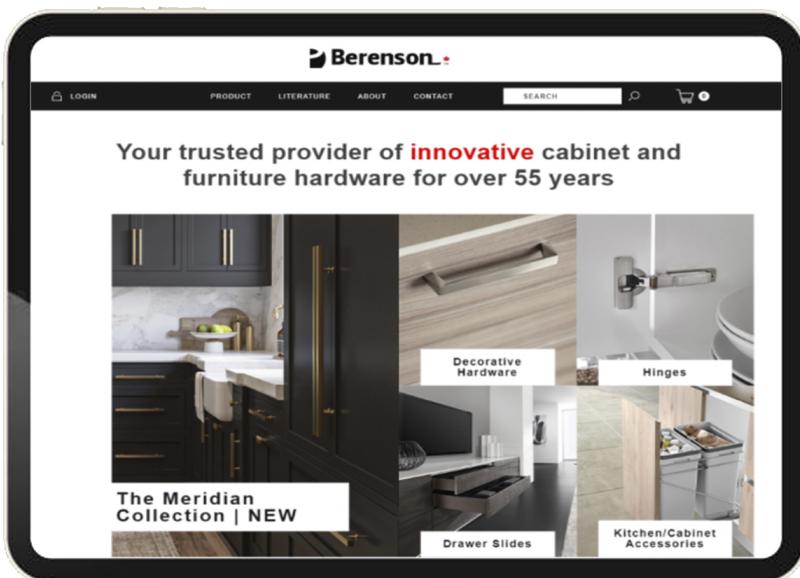


Ecommerce Transformation
with **BigCommerce**
and **DCKAP Integrator**

ABOUT BERENSON

Berenson Hardware, founded in 1957 and based in Toronto, Canada, has been a stalwart in the kitchen and bath industry, providing an extensive range of decorative hardware. Their commitment to style, customer support, and industry development has been unwavering.

 www.berenson.ca



Services Provided

- Dynamic Pricing
- Ecommerce Transformation (Searchspring)
- Graphic Design Integration
- Search Enhancement
- Data Migration

Platform & Integration



```
320 if is_x64os() and access_type == 'write':
321     write_value(key_hive, key_name, key_value, key_type)
322     write_value(key_hive, key_name, key_value, key_type)
323     return
324
325 registry_key = None
326 wow64_flags = WOW64_MAP_ACCESS_JUST
327 try:
328     key_hive_value = HIVES_MAP(key_hive)
329     if isinstance(value_type, RegistryValue):
330         value_type = TYPES_MAP[value_type]
331     registry_key = winreg.OpenKey(key_hive, key_name, 0, value_type, wow64_flags)
332     winreg.SetValueEx(registry_key, key_name, 0, value_type, key_value)
333     winreg.CloseKey(registry_key)
```



Challenges

They sought to improve their online store's performance and ensure smooth data flow between their ERP (**Epicor Prophet 21**) and their ecommerce platform **BigCommerce**.

This transformation was geared toward providing distributors with better operational efficiency and a smoother ecommerce experience. Berenson's ecommerce store was running on Javascript, posing several challenges.

They needed to overcome the following issues:

Addressing Migration Challenges

Ensuring a seamless transition of products and customer data from Prophet 21 to BigCommerce while minimizing disruptions.

Implementing Dynamic Pricing

Developing a dynamic pricing strategy to provide personalized pricing based on customer attributes, enhancing pricing flexibility.

Improving User Experience

Enhancing the user experience through dynamic content integration on static pages via Page Builder and streamlining the selection of default billing addresses during the checkout process.

Product Customization

Customized product variants selection on the Product Detail Page, including assembly products and job tag customization.

Addressing Migration Challenges

Ensuring a seamless transition of products and customer data from Prophet 21 to BigCommerce while minimizing disruptions.

Streamlining ERP Integration

Integrating Epicor Prophet 21 with DCKAP Integrator for real-time data synchronization across critical business functions, ensuring efficient operations.

Solutions Offered

Klizer revamped Berensen's BigCommerce website, implementing the following to tackle their challenges:

Customer Registration

Customized registration forms were created for both B2B and B2C customers, offering different prices for guest users, retailers, and dealers.

Ecommerce Implementation

We meticulously designed and constructed a fully functional and responsive ecommerce website, concurrently modernizing the website's design and seamlessly integrating graphical

Enhanced Search

The implementation of a menu streamlined navigation across the website, enhancing user experience.

Product Detail Page

Extensive customization on product pages introduced dynamic pricing, product type selection, and bulk purchase discounts, contributing to a more versatile shopping experience.

Cart and Checkout

Our improvements to the shopping cart and checkout process simplified price visibility, product addition, and transaction completion. Furthermore, we optimized the billing address selection during checkout.

My Account Page

The "My Account" section underwent comprehensive adjustments to facilitate profile management, order history access, invoice tracking, and purchase history review, enhancing user convenience.

Product Detail Page

Extensive customization on product pages introduced dynamic pricing, product type selection, and bulk purchase discounts, contributing to a more versatile shopping experience.

Cart and Checkout

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Impact



A fully functional, optimized, and responsive ecommerce site.



Graphic design integration for improved aesthetics and user experience.



Real-time synchronization between BigCommerce and Prophet 21, improving business operations.



Seamless checkout for enhanced shopping convenience.



Driving Digital Growth for
Manufacturers & Distributors

We take the guesswork out of
ecommerce.
Schedule a consultation call today

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