



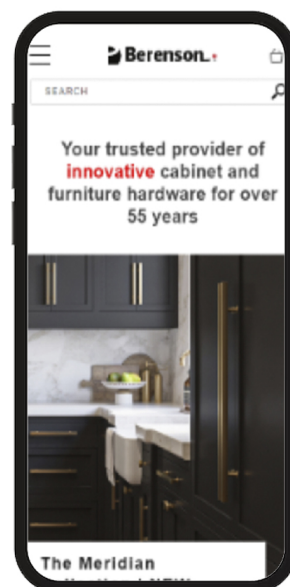
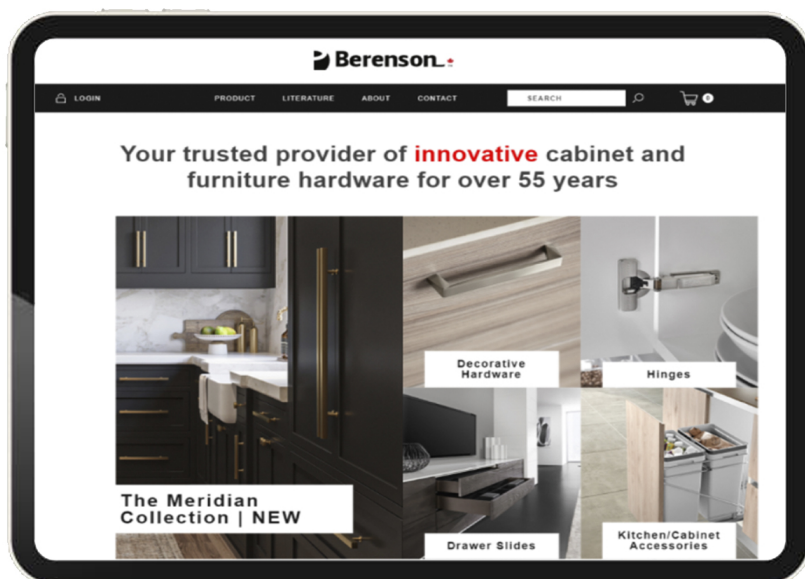
Ecommerce Transformation  
with **BigCommerce**  
and **DCKAP Integrator**

# 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](http://www.berenson.ca)



## Services Provided

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

## Platform & Integration





## 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**

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.

# 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**

**Follow Us**

[www.klizer.com](http://www.klizer.com) | [info@klizer.com](mailto:info@klizer.com)

