



Better Conversions with
**Shopify Migration &
Optimization**

CASE STUDY

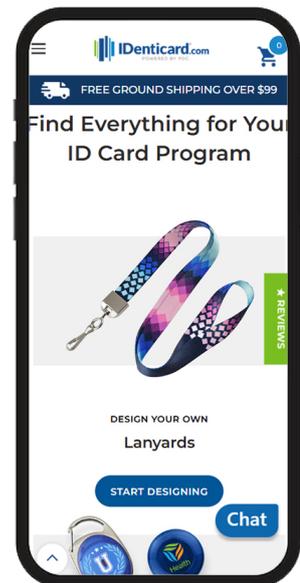
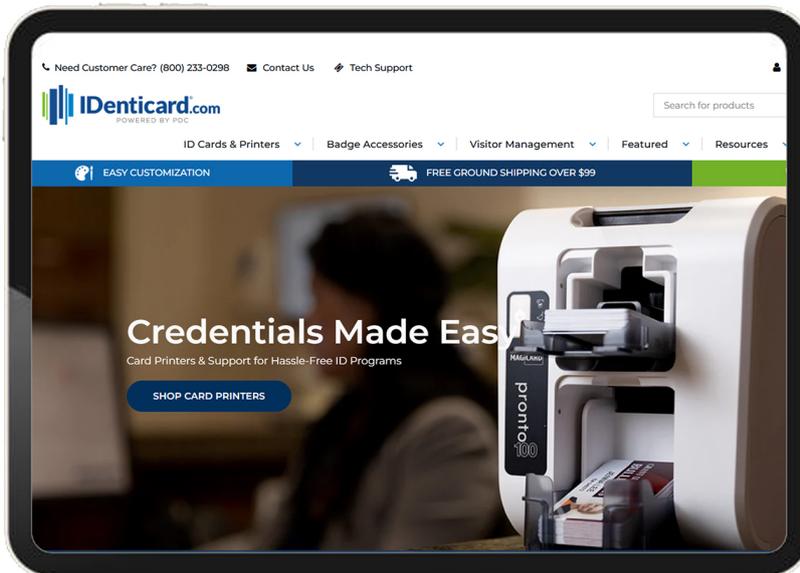
ABOUT IDENTICARD

IDentocard provides organizations with innovative solutions to **identify and secure people** and their premises. The company was founded in 1970 as a photo ID seller and has grown into a key player in the **ID and security products industry**. It is now known to be a part of **Brady Corporation**, a billion-dollar manufacturer and marketer of workplace safety and identification products.

Headquartered in Pennsylvania, with offices in Ontario and Massachusetts, IDentocard operates **worldwide**, serving a diverse customer base, including **Fortune 500** companies, K-12 schools, universities, hospitals, factories, and government agencies.



www.identicard.com



Services Provided

- UX and UI Implementation
- Data Migration from Magento 1 to Shopify
- Replicated Platforms for U.S. and Canadian Audiences
- Shopify Implementation
- Payment Gateway Integration

Platform & Integration





Challenges Faced

Migration Complexity

IDenticard needed a migration from **Magento 1 to Shopify** without disrupting ongoing operations. The transition ensures a smooth ecommerce experience while improving

UX & UI Optimization

Enhancing the **user experience** for enterprise-level customers by improving navigation, search functionality, and the overall

ERP Integration for Order Management

To improve order processing, IDenticard needed an **ERP system integration** that mapped order-related data fields, ensured accurate customer information, and streamlined workflows.

Cart & Checkout Enhancements

The company needed a mini cart with real-time updates, an easy-to-navigate checkout process, and guest checkout capabilities for **enhanced conversion rates**.

Multi-Storefront Implementation

The company needed two distinct but **visually identical platforms** to cater to its U.S. and Canadian audiences while maintaining regional variations in pricing, tax calculations,

Payment Gateway & Tax Exemption

IDenticard required integrating **multiple payment options**, including credit cards and purchase orders, as well as a tax-exemption verification system.

Product Customization Tool

A major requirement was to develop a tool allowing customers to personalize ID products, including badges and tags, through an intuitive **three-step customization process**.

Security & Compliance

Given the sensitive nature of ID and security products, ensuring **data privacy, security, and compliance with legal standards** was a top priority.

Solutions Offered

Platform Migration & Development

Conducted smooth migration from Magento 1 to Shopify Plus with zero downtime. Designed a B2B-optimized Shopify storefront and implemented a multi-storefront solution for U.S. and Canadian customers.

eCommerce Feature Enhancements

Integrated a Partner Login portal, designed a mega menu for better navigation, and added a news section to keep customers informed.

Cart & Checkout Optimization

Developed a floating mini cart with real-time updates, enabled guest checkout, integrated tax-exempt verification, and set up automated email notifications for order updates.

Product Customization Tool

Built a three-step customization tool allowing customers to choose a design, select options, and upload custom images for personalized badges.

ERP & Payment Gateway Integration

Integrated Shopify with iDenticard's ERP system for real-time order processing. Added support for Credit Cards & Purchase Orders with address validation and data mapping.

Security & Legal Compliance

Developed a Support & Legal section covering Privacy Policy, Shipping & Returns, Terms & Conditions, Sitemap, Partner Login, and Copyright Information for compliance and transparency.

Impact



Smooth transition from Magento to Shopify Plus without business disruptions.



Multi-storefront success, enabling a localized experience for U.S. and Canadian markets.



Improved operational efficiency through ERP integration.



Stronger customer engagement via a more intuitive shopping experience.

Result & Key Metrics

- Optimized **UX/UI**, leading to better website engagement and lower bounce rates
- Faster order processing and fulfillment with **ERP integration** system.
- Higher **customer satisfaction** due to improved navigation and customization tools.



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