

By Industry Experts

# Your Step-by-Step Guide to an Ecommerce Replatforming

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All You Need To Know Before An Ecommerce Replatforming

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# 1. Introduction

Replatforming is not a decision to be taken lightly. It affects many aspects of your business, requires buy-in from stakeholders across different departments, and can create headaches for existing systems. While replatforming might be a costly decision, it is also often the right decision as it can lead to big savings and incredible growth for your business.

**THIS GUIDE IS INTENDED TO PROVIDE YOU THE GUIDELINES YOU NEED TO:**

- Make a decision on whether to replatform (or not to)
- Practical audit checklist for all relevant stakeholders
- Choose your new ecommerce platform
- Prepare for a replatforming and execute the switch
- Make an informed decision when deciding on working with an agency
- Go-live, optimisation & growth after the replatforming

You will get resources and questions to provide to various departments (or external agencies) to maintain structure during the project and make sure everyone is aware of their actionionable items and requirements.

You will also get a step-by-step guide to the three biggest pillars of an ecommerce replatform project: data migration, integrations, and UX/UI.

By keeping everyone on the same page, you can transform a logistical nightmare into a well-organized project. Problem-solve challenges as they arise and get your new platform up and running faster so you can go back to focusing on helping your customers and growing your business.



# Discovery & 02 Assessments



## Key Drivers to Replatforming Assessment

The driving factors of a replatforming typically include obsolescence of technology, high operational costs, and limitations with scalability and security. The below checklist can help in gathering information from key stakeholders in your organization regarding their perception of your current system. Ask them to evaluate to which extent the listed factors are impacting your business, and to provide any relevant metrics or additional comments. The outcome of this evaluation will help determine if a replatforming is essential for your business.

### Outdated Technology

- Instability or inability to handle high traffic.
- The product catalog is slow and does not have a wide range of attribute options.
- Due to the use of custom solutions, integration with third-party applications is difficult.
- The platform has difficulty making API calls to essential third-party applications, which hampers efforts to increase sales.
- The current platform has limitations, making it hard to develop new features or make updates quickly and cost-effectively due to resource constraints and high costs.

### Operational Overheads

- The e-commerce platform is facing challenges in integrating with the ERP, OMS, WMS, and other systems in the ecosystem.
- The current platform's inability to efficiently synchronize new orders with the WMS is leading to a rise in order picking errors.
- The platform's server performance is heavily dependent on the hosting company.
- Customer support response times are inadequate.
- The complex, custom-made architecture of the platform requires a significant amount of technical resources to maintain. Connecting to middleware and API's is costly and resource-intensive.

### Total Cost of Ownership

- It is hard to calculate the total cost of ownership because of unanticipated expenses related to maintenance and upgrades.
- The significant expense of testing on the present platform hinders the company's ability to expand its business by introducing new product lines and brands.
- The number of IT employees (or external development costs) is growing at a faster rate than the growth in revenue. The revenue per FTE is decreasing or stagnating instead of increasing exponentially.

### Marketing and SEO

- The marketing team finds it challenging to perform tests that are essential for conversion, traffic generation, and sales.
- Lack of important integrations, such as personalization, site search, social buying, and tag management, make it hard to compete in the rapidly changing marketing technology landscape.
- The current platform's inflexibility and inability to implement critical mobile-first technical SEO changes have resulted in a significant decline in SEO performance.

### Scalability

- The current platform does not support omnichannel readiness  
[Read more about omnichannel ecommerce](#)
- The platform is no longer able to accommodate business growth.
- A merger or acquisition has resulted in the need for a new e-commerce platform that can provide new opportunities to acquire customers and increase revenue.
- As the company expands internationally, it requires an agile platform that can support new target markets.

### Security

- It is becoming more difficult to ensure compliance with the Payment Card Industry (PCI) standards & GDPR.
- The current platform's security vulnerabilities have prompted the company to seek a versionless e-commerce solution.
- The company recently experienced a significant security or compliance incident.

# Audit checklists

The next section provides five practical questionnaires which can be provided to various departments within your organization and will provide you with all necessary information to create the RFP, which will be described in the next chapter.

- 1. User Experience (UX)**
- 2. Marketing**
- 3. SEO & Content**
- 4. Technology**
- 5. Total cost of ownership**

## User Experience (UX) Audit

A customer experience audit evaluates the behavior patterns of customers and potential customers. It should:

- Be an impartial evaluation of the current platform
- Identify its strengths and weaknesses
- Determine which features should be retained in the new platform and which features need improvement.

**The technical, marketing, data analytics, and customer service teams should answer the following key questions:**

1. What positive experiences do customers have when interacting with our store?
2. What negative experiences do customers have when using our website.
3. What experiences do website visitors (not current customers) avoid when interacting with our website?
4. What type of experiences are necessary for customers to feel comfortable making online purchases or visiting a physical store location?



## Marketing Audit

The audit examines the overall impact of your eCommerce platform on your marketing technology stack, both positively and negatively. To develop a comprehensive understanding of the marketing features needed and what needs to be transferred to a new platform, detailed answers to specific questions are necessary.

### SEO

- Are there any onsite-SEO features missing from the current platform?
- Does the current platform have strong onsite-SEO features?

### PPC Management

- Is the support for product feed on the current platform sufficient?
- If not, what areas need improvement?
- Are pixels and tracking codes effectively tracking on the current platform?
- If not, how can implementation be improved?

### Social Media

- Is there full support for shoppable social media posts on platforms such as Pins, Instagram, and Facebook?
- Are all pages marked up and optimized for each social media platform?

### Email Marketing

- Does our email infrastructure integrate deeply with our current ecommerce platform?
- What are the current pain points in our email marketing efforts?

### Discounting

- Can our marketing team run sales and discount campaigns without technical support?
- If not, why is the marketing team unable to run sales campaigns independently?
- How extensive are cart-level discounts and promotions?
- Is coding required to set them up?
- Is this native functionality or a third-party app?

### On-Site Merchandising - Upsells, Cross-Sells

- Are upsells and cross-sells set up and effectively increasing cart values?
- How relevant are the recommendations?
- Are recommendations supported by personalization?

### **Shopping Cart Abandonment**

- Is the infrastructure in place for shopping cart abandonment adequate?

### **Email Capture**

- Does our current platform support and integrate deeply with third-party email capture tools?

### **Personalization**

- Can we use and integrate with best-in-class personalization solutions?
- What out-of-the-box personalization features would we like our current platform to deliver that are currently not supported?

### **Product Reviews**

- How many product reviews do we have currently?
- Are they transferable by a third-party provider or over a database export?
- How can the customer review process be improved?
- What is working well that we would like to continue using?

### **Mobile Usability**

- Is our site fully functional on varied mobile devices?
- Where are our mobile site visitors dropping off?
- What is the site speed on mobile devices?
- What is the volume and share of mobile traffic?
- Are our mobile traffic conversion rates sub-par to the industry average?

### **Rewards and Loyalty Programs**

- Are we satisfied with our current rewards and loyalty program?
- Where does it fall short?
- Does it offer its full feature set on our current ecommerce platform?
- Do the best-in-class loyalty and reward app vendors support our current ecommerce platform?

### **Content Marketing:**

- Does our current platform support or integrate with a blog?
- If so, what is the primary purpose of the blog? Is it mainly for audience education or content marketing or both?
- Are our product guides integrated with the product catalog?

## SEO and Content Audit

SEO and a comprehensive content evaluation are often crucial elements of replatforming projects. The following are suggested steps and methods for approaching your content and SEO.

### Benchmarking

To begin, establish a starting point by conducting a content audit that includes website traffic information. This will allow you to:

- Compare top landing pages by sessions and page views.
- Identify landing pages with the highest number of search referrals.
- Perform crawl tests to evaluate the site's accessibility to search engines and determine the number of currently indexed pages.
- Conduct a thorough crawl of your current site using SEO crawlers.

### Content Review

During the content review process, focus on the current page-level taxonomy. To do this, take the following actions:

- Outline and count pages by page type, such as category, product, static, blog, review, search, and transactional pages (such as add to cart and checkout pages).
- Note the URL structure of each page type and consult with your SEO team on whether the URLs are optimal.
- Review the on-page template by noting the word count and heading tag placements. Set aside time with your UX and SEO team to evaluate if the current on-page structures are optimal for both SEO and UX.
- Review page templates on mobile screens and identify challenging UX pain points.

To ensure the content review process is thorough, your SEO and analytics team will need to provide answers to the following questions on a spreadsheet that lists every page on your current site:

- How does the content on this page serve a purpose? (It's best to group your answers by page taxonomy.)
- How much traffic did each page receive over the last 30, 90, 180, and 365 days? (Be sure to chart the answers on a spreadsheet.)
- Is this page orphaned?

## Discovery & assessments

- Has this page earned any external backlinks? What is the page-level authority? How many social shares has this page amassed?
- Is the content on this page similar or duplicated on any other page(s)?
- Is the content on this page still relevant?

### URL Structure and Redirection Plan

You will need to determine if URLs will be changed during the replatforming process. If so, create a comprehensive URL outline and redirection plan for the replatform.

Finally, before and after launch, take the following actions:

1. Pre-launch: Carry out final checks on content, pages (by conducting a crawl), and ensure that the correct (301 - permanent) redirects are in place.
2. Post-launch: Review baseline metrics and results over the course of the first week and months.

The key baseline SEO metrics to have your SEO team report back to you include:

- Traffic by referral source
- Top SEO landing pages
- Rankings
- Engagement metrics such as time on site, pages per session, and bounce rate
- Customer journey and conversion paths
- Crawl errors
- Backlink reports
- Internal link reports
- Broken links (404 errors)



## Technology Audit

This audit assesses the current state of your platform's integration, including server specifications for on-premise platforms, active plugins, and the entire technology stack. It also takes into account logistics such as payment options, shipping and inventory management capabilities, currency support, and warehouse structure.

### Frontend Development Capabilities

- What challenges do our frontend developers face?
- Are there any backend dependencies that hinder or slow down frontend development?
- Which key features of the current platform do we want to retain?
- Are the product detail pages, product listing pages, cart, and checkout pages optimized for conversion? How can they be maintained or improved?
- What purchase models and strategies (such as subscriptions, single purchases, seasonal sales, scheduled sales, flash sales, etc.) do we currently use and which do we want to keep or change?

### Backend Capabilities

- What challenges do our backend developers face?
- Are there any issues with managing database tables, records, scaling, or compliance? How have these been handled so far?
- Templating System
- Is our current platform limited to a specific programming language?
- Are there any preferred languages or frameworks?
- Scalability
- How has our current platform handled traffic spikes in the past?
- What infrastructure improvements are needed to support future growth?

### **Integrations**

- What are the current critical system integrations (such as ERP, OMS, WMS, CRM, BOMS, and 3PL)?
- What are the pain points and inefficiencies that are costing us time or slowing down operations?
- What integrations do we currently use and wish to retain on the new platform (such as payment gateways, taxes, shipping solutions, etc.)?
- What middleware or API messaging practices do we currently use to connect our ecosystem?

### **Server Performance Benchmarks**

- What is our current uptime and is it acceptable? If not, what standard do we want to achieve?
- Has bandwidth been sufficient? What will be required on the new platform?
- What is our current CDN setup and how reliable is it?
- What are our acceptable standards for PCI compliance and security? Describe any major breaches.

### **Architecture**

- Is our current platform tightly or loosely coupled?
- Would transitioning to a headless commerce platform simplify or complicate the processes for our technical and marketing teams?

## Total Cost of Ownership Audit

When deciding to replatform, it is important to take into account the total cost of ownership. A report by Forrester found that many ecommerce projects had TCO that was significantly higher than expected.

Your TCO should include both:

1. The initial build costs (CAPEX)
2. The predicted ongoing costs after the new site goes live (OPEX).

Leaders of eCommerce replatform projects should be diligent in creating a detailed TCO model. This worksheet can guide you through the key elements to include. Ask relevant stakeholders to calculate the necessary costs (if applicable) to determine your projected replatform TCO, and use the results to inform your budget during the RFP process.

### CAPEX Costs

#### Pre-build, consulting and business analysis costs:

- Platform evaluation (consultancy costs if applicable)
- RFP support (for the evaluation and selection of agency)
- External contractors at the project discovery stage
  - Business Analyst • Project Manager
  - Solution Architect • Quality Assurance
  - Developer(s)

#### Delivery, agency and technical costs

- Design and build costs, which may not be fixed and should include contingencies.
- Data import costs, if not included in the build cost.
- Third-party integration costs, such as PaaS setup or managed integration by an outside party, if not included in the build cost.
- Costs for third-party search and merchandising solutions, including licensing and integration.

## Discovery & assessments

- API integration and third-party module/app costs.
- SEO discovery and consultancy costs, including input into functional specs, project plan creation, and management of SEO data migration and redirects.
- Hosting and hardware costs, if on-premise.

### Post-launch costs

- Pre-launch testing
- External platform training

When determining your CAPEX costs, it's important to be comprehensive and include not only technical, design, and development expenses, but also costs related to staff training and pre-build analysis and testing.

## OPEX Costs

When assessing the Total Cost of Ownership (TCO) in replatform projects, it is common to overlook ongoing costs (OPEX). The following expenses should be included in your TCO OPEX sect

### Retainers for service providers

- Costs for ongoing development
- Support and maintenance retainers
- Technical SEO retainers (if applicable)
- Ongoing staff training costs.

### Infrastructure and integration licensing fees

- Data migration service costs to transfer catalog and customer data
- API integration fees
- Ongoing hosting fees (if applicable)
- Payment processing fees
- Ongoing module costs for cloud-hosted platforms
- Annual license fees for third-party apps and integrations

## Discovery & assessments

### Third Party Tools

- Monitoring tools, such as New Relic, Pingdom, Shoppimon, etc.
- Email service providers (if transitioning to a new provider)
- Fraud prevention services
- Personalization solutions
- Address validation services
- Shopping feed management services
- Licensing fees for other third-party tools

Involve relevant stakeholders to help calculate the costs for each expense, and compare them with your financial forecast to determine if you are overspending. Use this information to inform the RFP process and ensure the new platform has the desired return on investment.



# 03 RFP-Guide

# Project Checklist

After conducting a comprehensive analysis of your current platform, you should have a clear understanding of its strengths and weaknesses. The information gathered should assist you in crafting an RFP to eCommerce platform vendors that covers all the relevant aspects. The following are some key sections that should be included in your RFP.

## Project Overview:

- A brief introduction to your company
- A comprehensive overview of the replatform project
- Information on the goals and objectives of the replatform project
- Your expectations from proposals and eCommerce platforms

## Preferred Response Formats:

- The preferred format of responses (such as Word doc, PDF, PPT)
- The required length and level of detail for answers to each question
- The designated location to send responses
- The final deadline for responses.

## Current Platform Audit:

- An overview of your current platform
- A description of the limitations and pain points of your existing platform
- Information on any strengths or features that need to be carried over to the new platform
- A comprehensive technical overview
- Identification of known risks in the project.

## New Platform Expectations:

- Organize features by priority using a methodology such as the MoSCoW method (Must-have, Should-have, Could-have, Would-like-to-have)

### **Budget and Pricing:**

Providing specific budget information is optional, but it is important to provide guidance on pricing, such as whether the project will have a fixed time and materials budget or if pricing will be based on time (per day).

Providing pricing guidance will help manage vendor expectations and align their proposals with the project's billing and finance cycles.

Keep in mind that each vendor will present a differently. Carefully review the details of what is included and how pricing is calculated to get an accurate sense of the total cost before making comparisons.



## Risk Assessment

It's essential to conduct a risk assessment for each sub-process and step in your replatform project to minimize project risks. To ensure that all important areas are being monitored, it's important to share the assessment with relevant stakeholders. Here is a summary of the key areas to consider during the due diligence process.

### Data migration

When migrating data, it is crucial to handle it with utmost care. Ensuring the security of customer and product data is essential for maintaining business continuity and customer trust. Factors to consider when migrating data include:

- Identify whether the data is coming from a single source or multiple sources.
- Evaluate the cleanliness of the data and determine if it needs to be cleaned before migration.
- Decide whether to migrate all data or only active/recent transactions and if so, specify how far back the historical data will be transferred.

### Website Functionality

It's important to regularly review the initial discovery and RFP documentation to confirm that the replatform aligns with the project's initial goals and overall business expectations.

### Impact on traffic and SEO

To minimize the impact of replatforming on SEO and website traffic, it is important to work with experts who have experience with your chosen platform. While SEO may be temporarily affected by replatforming, a well-executed migration plan that preserves unique URL structures can lead to positive long-term results. In the short-term, using paid media can help offset any decrease in organic search traffic while new traffic is built.

### Integrations

When integrating your new platform with third-party tools and platforms, it's important to avoid using workarounds or shortcuts. Make sure that API calls and integrations are implemented effectively, and consider all aspects of your core systems, including supply chain, shipping, taxes, and payments. Prioritize proper and adequate integration in your documentation. Thoroughly test the integration before and after going live, and document the process to ensure that an audit trail is available for other team members.



# Three Pillar

## 04 Approach

## Three pillar approach

When it's time to begin the actual process of replatforming, there will be many steps to take into consideration. However, the most important tasks will usually fall under one of three main categories.

PILLAR 1



**DATA MIGRATION**

PILLAR 2



**INTEGRATION**

PILLAR 3



**UI/UX**

By approaching these three main categories in a deliberate and methodical way, you can increase the likelihood of a successful replatforming. In the following pages, we will provide instructions on how to transfer data from your old platform to the new one, connect any required integrations, and design the user experience and interface of the new website.

# Replatform Pillar 1: Data Migration

The initial stage of your replatforming process will involve transferring all crucial data from platform A to platform B.

### Why prioritize data migration?

- It is typically the most significant task and requires the most resources. By tackling the largest obstacles first, potential risks can be identified and addressed early to prevent project delays.
- Data is the core of any business. While marketing strategies, user experience, and SEO are important, they are secondary to having access to your data

Here are the key steps for successful data migration:

### **Step 1: Determine who will be responsible for the migration process.**

#### Consider these questions:

- Does the new platform provide data migration support services?
- Will you utilize an external agency or an internal team for the data migration?

#### Factors to keep in mind:

- Even if you don't handle the migration directly, it is important for your internal team to oversee the process. The team member who is most familiar with your business data should lead the project from the start.
- Are you a B2B or B2C business? Your data migration requirements will differ based on this. B2B may require a more thorough review of your data, as you will likely have more of it.
- Keep in mind that an external agency may take longer to complete the migration than an internal team.

### **Step 2: Identify which data to migrate.**

Data that will likely need to be migrated includes:

- Products
- Customers
- Pricing - promotional/discounting, base prices
- Custom or customer-based pricing (price lists)

### **Step 3: Prepare data for migration by cleaning it.**

When deciding which data to migrate, it is important to also consider which data not to migrate. Think of replatforming as moving to a new house. Don't bring unorganized and unnecessary items to your new location. Clean your data before migrating it. Consider the relevance of older data to your business. For example, is information about a customer who hasn't made a purchase in three years still important? Determine the criteria for what data to keep and what to discard.

EXPERT TIP: After cleaning your data, keep it in a separate location so it is ready to be deployed and doesn't get mixed with uncleaned data.

### **Step 4: Plan and test the migration process.**

A well-organized and phased migration can reduce risk. Be sure to include regular testing in your plan, and consider starting with a single store or smaller data subset. One method for testing is the 10-40-60 method, which involves:

1. Transferring 10% of clean data from the secondary server to the new platform and testing the oldest data first.
2. Validating and testing and creating a benchmark to measure success.
3. If successful, retesting with 40% of the data.
4. Validating and testing again to meet the pre-set success rate.
5. Repeating the test with 60% of the data.

EXPERT TIP: After completing the 10-40-60 testing, leave the 60% of data in the staging site. Move the remaining 40% during the full deployment, and consider reviewing and processing it to further reduce risk.

### **Step 5: Pre- and post- launch testing**

It's suggested that data should be fully transferred at least 4-5 weeks prior to the go-live date, to ensure enough time for testing and confirming that all data is in place and functioning properly.

- Select around 10% of your total data for testing and verification.
- In addition to internal testing, involve a few key customers in testing by having them spend time on the website and validate data. Offering incentives such as gift cards can be considered.

Keep testing until you reach your established success criteria. Repeat the testing process after any updates are implemented.

# Replatform Pillar 2: Integration

After addressing data, integrations are likely to be one of the main sources of risk in your replatform project. You may choose to work on them simultaneously with your data, as they will involve many similar steps.

## Step 1: Organize your integrations.

Instead of trying to handle all integrations at once, divide them into categories based on their relationship to your store's functionality, such as critical, high-level and low-level. This will help you plan the order and priority of setting up and testing integrations, and identify which ones need to be done before launch.

## Step 2: Understand how different integrations connect to your platform.

Not all integrations are set up in the same way, and some connections may require more work than others. Ask the following questions about each integration to help understand and prioritize the workload:

- Is the integration directly connected or is it a connector?
- Is the integration heavily customized or is it out-of-the-box?

Start with the most complex and customized integrations first to get the most challenging and risky tasks out of the way.

## Step 3: Identify who will be responsible for setting up integrations

Determine who will oversee the project of integrating with your new platform. Will your new platform provide project management for implementation? Will you be using an external agency or internal teams?

Points to consider:

- Regardless of who is leading the project, the initial stage is to collaborate with them to create a clear implementation plan and identify potential risks.
- If you're working with an agency and they haven't dealt with this specific integration before, ensure that a dedicated resource is assigned to the project, not a shared developer. At the minimum, demand a commitment from the agency that they will prioritize your project.
- Plan ahead, especially for critical integrations that will impact your go-live timeline. integrations as well.

### **Step 4: Implement the plan and evaluate results**

After setting up integrations, test and validate them. For the testing phase, using an ERP integration as an example:

- Create a test plan and set a success rate goal. For example, anything above 85% is acceptable to proceed. While aiming for 100% accuracy is desirable, it can delay the launch and add extra costs.
- Test both the customer and connector sides. If your ERP has a separate staging environment, use it for testing.
- Test functionality by creating an order and a customer. Verify that the connections flow seamlessly between your ERP and ecommerce platform.
- If the success rate is less than 70%, implement a rollback strategy and retest.
- Conduct Go/No Go (pass/fail) testing 24-48 hours before the scheduled go-live date.
- Have a risk mitigation plan in place before and after launch.

This basic test strategy can be adapted for connecting other integrations as well.



# Replatform Pillar 3: UI/UX

Focusing on user interface and user experience is a common starting point for redesigning a website because it allows for the most visible progress. After addressing the major elements of data and integrations and establishing backend functionality, it's time to create the visual design and customer experiences for your website.

**UX**, or user experience, deals with the overall ease of use of the customer journey, how customers interact with your products, and how to encourage them to complete a purchase.

**UI**, or user interface, deals with the actual elements customers interact with during the journey.

### Step 1: Conduct research to understand your customers.

Collaborate with your marketing team to gather feedback on what is currently working and what is not. Utilize the findings from the User Experience (UX) Audit conducted earlier. Consider asking questions such as:

- How many steps do you think a customer should take to buy something?
- What is the critical path?
- Who are our customers? What experiences are they seeking?

As part of this exercise, create personas for your customer groups and design buyer experiences for them.

### Step 2: Prioritize development order

Similar to the approach taken in Pillar 2 with integrations, prioritize coding needs to focus on what is essential for go-live first. One option is to work on the following pages in this order:

- Homepage
- Product listing page
- Product detail page
- Checkout

## Three pillar approach

Another option is to build core assets first (header, footer, global functions, etc.) and then work on site pages, in the following order:

- Global assets
- Checkout
- Product detail page
- Product listing page
- Homepage

This second method starts with lower UX risks and progresses towards the homepage, where stakeholders may have the most opinions.

### **Step 3: Create an implementation plan with the team.**

For code deployment, will you be using internal teams or an external agency? Either way, effective communication is key to ensuring everyone is on the same page. Schedule a weekly call or meeting with your team to agree on the flow and approach for deployment. Request demos of pages as they are being built.

### **Step 4: Implement your plan.**

The specific method of developing the site may vary based on your business, but here is a recommended approach.

# Selecting an Agency

**Picking the appropriate agency for your replatforming project is vital. When making a decision, it's essential to search for an agency that possesses a proven track record in eCommerce and replatforming, as well as the necessary technical proficiency. Furthermore, it's essential to seek out an agency that can provide a comprehensive and specific project plan, and can demonstrate a strong comprehension of your business goals and objectives.**

## COMMUNICATION SKILLS

An essential aspect to consider when choosing an agency is their communication skills and ability to convey information clearly. This is particularly important for complex technical projects such as eCommerce replatforming. A competent agency should be able to explain technical aspects of the project in an easily understandable manner and keep you informed with regular updates and progress reports throughout the project.

## EXPERIENCE IN DATA MIGRATION

Another critical factor to take into account is the agency's experience in data migration. Data migration is the process of transferring data from your current eCommerce platform to the new one, and it's a crucial step in the replatforming process. A reputable agency should have experience with data migration and can provide a detailed plan for how your data will be transferred, including the estimated duration and potential risks or challenges that may arise.

## EXAMPLE DEVELOPMENT WORKFLOW

- Download the CLI integrated development environment.
- Use Github or Gitlab to store and manage your code repositories as usual.
- Deploy code to a staging environment and move it to your ecommerce platform on a weekly or daily basis.
- Use the 10-40-60 method to test the code base. Fix any issues identified in your tests. The complete code base (front-end and any integration-related code) should be validated 4-5 weeks prior to your go-live date.
- During the last weeks before launch, incorporate features from your rapid assessment model. This is essentially your contingency period.
- Freeze code a week before go-live. Test integration and UX/UI. Go live! Then perform post-launch internal and customer tests.

# 05 Growth

## **a. Stabilization**

Once your new ecommerce platform is operational, it's crucial to stabilize it by identifying and resolving any bugs or problems. This phase is known as stabilization, and it plays a vital role in ensuring that your new platform is fully functional and ready for use. An effective stabilization plan should include a schedule for testing and bug-fixing, as well as regular updates on the stabilization process progress.

It's essential to thoroughly test your new platform before making it available to the public. This can include functional testing, usability testing, and performance testing. Functional testing verifies that all the platform's features and functionalities are functioning correctly. Usability testing assesses if the platform is user-friendly and easy to navigate. Performance testing examines the platform's response time, scalability, and overall performance under different loads.

It's also essential to have a plan in place for addressing bugs and issues after launch. This may include a dedicated support team or an ongoing bug-fixing schedule. Having a robust plan in place for handling bugs and issues will help ensure that your new platform is stable and dependable for your customers.

## **b. Integrated teams**

The success of your replatforming project depends on the cooperation between various teams such as customer service, marketing, and development. A well-integrated team will be able to collaborate seamlessly, and will be able to provide regular updates on the project's progress.

For instance, the customer service team can offer valuable feedback on how the new platform is performing, and how it can be improved. The marketing team can provide feedback on the campaigns and automations that are being used on the platform, and the development team can provide updates on the project's progress. By working together, these teams can ensure that the new platform meets the needs of the business and the customers.

### **c. A/B testing & optimization**

A/B testing and optimization are crucial stages in the stabilization and expansion process. A/B testing involves experimenting with different versions of your website to determine which version is most effective in terms of conversion rate, user experience, and other crucial metrics. An agency with extensive experience in A/B testing and optimization will be able to provide a comprehensive plan for how A/B testing will be carried out and offer regular updates on the results.

### **d. Marketing campaigns and ads to drive traffic after replatforming**

Email automations are an effective tool for driving growth after ecommerce replatforming. These automated email campaigns can be used to nurture leads, retain customers, and even generate sales. For instance, businesses can use automated email campaigns to welcome new customers, upsell products, or even provide personalized recommendations based on customer behavior. Email automations can be triggered by various actions, such as making a purchase, leaving a cart, or browsing certain products. By automating these campaigns, businesses can ensure that they are reaching the right customers at the right time, leading to increased conversions and sales.

### **e. Organize and optimize the digital channel team(s)**

Having a technically sound ecommerce platform is essential, but without the right team in place to maintain, innovate, and evolve it, your relaunch efforts will not reach their full potential. It's crucial to ensure that you have the appropriate individuals in place, assign responsibilities strategically, and communicate and manage change effectively to prepare for launch and set your business up for long-term success.

Organizations often struggle due to having the wrong people in the wrong roles, or functional silos that hinder progress. This can happen because the digital channel was not integrated into the organizational structure or because changes over time have led to a structure that no longer supports cross-channel growth. It's essential to review your current organizational structure and realign roles and resources as necessary. Change can be difficult and may face resistance, but it's essential to gain collective buy-in and remove obstacles to progress.

When looking outside the organization to build your team, keep in mind that it's essential to have expertise in platform and technology best practices. Having industry knowledge is also beneficial. When selecting an agency, don't hesitate to ask for previous platform training, certifications, and interviews with the potential engineering and project team.

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