

Replatforming Guide

A Roadmap for Migrating
Your Ecommerce Store



 **BIGCOMMERCE**

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Introduction

To succeed in today's market, businesses must focus on the future. However, legacy technologies and monolith ecommerce platforms not only hinder your ability to deliver cutting-edge shopping experiences, but they also limit what your teams can accomplish.

While it may seem like the safe and comfortable option to stick with your legacy commerce system, remaining on an outdated platform can pose the following risks and challenges:



As we explored in our recent [white paper](#), now is the time for enterprises to invest in technology that provides the flexibility to respond to unexpected changes today, and the capabilities to adapt to customer and business needs of the future.

Of course, migrating away from a legacy commerce system isn't something enterprises should take lightly. But it doesn't have to be an expensive, disruptive and time-consuming process.

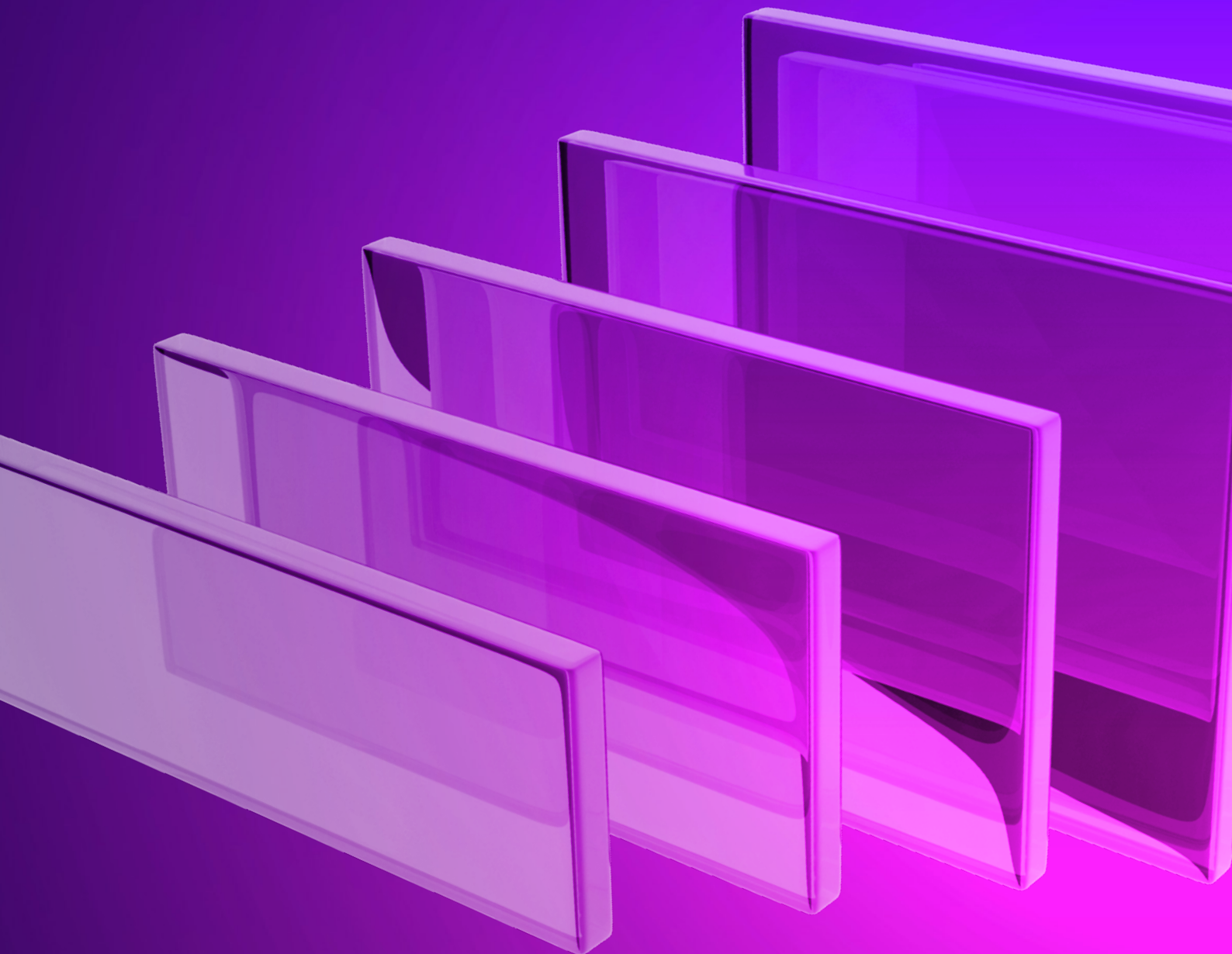
Our team at BigCommerce understands the replatforming process, having worked with numerous enterprises to migrate their stores, and we're here to help you every step of the way.

We've put together a comprehensive guide that walks you through the critical steps for embarking on a platform migration, as well as how BigCommerce can help you to build a modern commerce solution.

With this step-by-step guide, as well as success stories from our very own BigCommerce merchants, you and your team will be equipped to launch a successful migration and start building out your new and improved ecommerce site — leading to better performance, scalability and innovation for the future.

Five Fundamental Steps for Managing a Platform Migration

While every enterprise is different, the steps outlined in this guide will provide you with a framework you can adapt to your specific needs. At BigCommerce, our teams — from sales and solutioning to implementation and customer success — work closely with you every step of the way to ensure your project goes as smoothly as possible.



Step 1: Establish a Launch Date and Timeline

If your decision to replatform is tied to a ticking clock — such as a platform end-of-life, a key internal retirement, a past-due security remediation or perhaps an important revenue-driving date like Cyber Monday or a critical industry event — then you have a clear date from which to work backward.

Your board or executives have expectations for when a new platform will be live, so it's wise to establish those up front and then work backward from there. This will give you a timeline to serve as the basis for negotiations on scope.

For instance, if the CEO's timeline requires you to be live by September 15th, but the COO wants a new analytics suite implemented at the same time, you may be able to make an argument for moving the analytics suite to a post-launch iteration in order to de-scope the amount of change your team must manage. Without establishing a firm timeline at the start, you're unable to trade on that timeline.

In the event there is no external pressure driving the cutover to a new platform, there are still going to be expectations among key stakeholders. For instance, your CFO may need to see the costs hit in a specific fiscal year for accounting and tax purposes. The CMO may have made promises to sales leadership about new tools being live by a certain quarter so that targets can be met. You'll need to surface those expectations and derive a workable timeline.

Remember, as you plan your timeline, leave space for full end-to-end testing that includes any back-office systems, such as order management systems, ERPs, PIMs and accounting suites.

This will be a demanding period of time where stakeholders who may not have previously been involved in the replatform now must manage new systems and integrations. Discovering after you've launched that there is an error in an inventory sync or fulfillment workflow is not ideal. For very high volume sites, it may be worthwhile for you to direct only a percentage of your web traffic to the new website and gradually increase that percentage over time. This can help to mitigate the risk of cutting everything over all at once. Your live definition should include such details and make distinctions between soft launch and full launch.





Step 2: Identify Key Goals and Set Expectations

Beyond the launch date, it's important to establish expectations for what daily business processes will look like once the money and time have been spent on the new platform. Our advice is to start with feature and experience parity to the current experience as a baseline and negotiate from there.

If there are new services that must be integrated that are net new to the overall business, capture those now. These could include new MarTech solutions like personalization, A/B test suites or affiliate management software. If there are new websites serving new markets that are expected to be live in a particular order, make sure that is captured as well.

Often in a large replatform — especially one tied to ambitious goals — it's tempting to say that every third-party service and provider is on the table. Our recommendation is to be judicious here, because you likely have dozens of applications and services all connected into your current platform. If everything is on the table, your timeline from [Step 1](#) may not work.

Speak with all of the stakeholders in your business about their expectations for the new platform. These usually include, but are not limited to:

- ▲ Customer service
- ▲ Fulfilment (shipping/warehouse)
- ▲ Channel owners (could be franchise managers, store management, marketplace management, inside sales or any number of people who will use the new website to drive traffic to a non-web channel or as a sales assistance tool)
- ▲ Digital marketing
- ▲ Sales
- ▲ IT
- ▲ Brand management (critical in a house of brands or multi-region structure)
- ▲ Accounting or finance

Ecommerce consults with all of these areas, but larger organizations can often become siloed over time, and a replatform will force new collaborations and conversations. These are not yet explicit discussions around requirements, although goals and requirements are tightly knit. Think of this phase as one where OKRs or KPIs are agreed upon as metrics for the success of the project. As the ecommerce leader, you'll need to understand the implications of these metrics.

For instance, if digital marketing expects the new site to improve mobile conversion rates by 50%, that will have an immediate impact on your shipping/warehouse teams. Can they manage the extra volume with the tools they have? Is there additional automation implied from the increased order volume?

Goals like this:

We expect to see an additional 1,500 orders/day on the new platform.

Get turned into requirements like this:

The new ecommerce platform must include a real-time (not batched) integration with our shipping software, so that USPS labels are automatically printed when ordersw are marked as pending in the ecommerce system.

You will very likely end up with goals that need to be adjusted — either by adding more specificity (for instance, fulfillment of the goal by specific quarter in the future) or lower metrics (50% higher conversions seems unrealistic based on analytics and customer satisfaction data — so let's project 25%).

Review systems diagrams

At this phase of the project, it's also common to have systems diagrams — both enterprise architecture diagrams that show systems and how they relate (WMS, POS, ecommerce, data lake) and data flow diagrams that show more granularly how transactions flow between those systems (WMS pulls orders from the ecommerce platform via a GET call every 5 minutes).

Have a draft version of this for editing, and have an idea of what the future state will look like after the replatform, so you can note changes. The visualization of these changes will help you negotiate the scope of the project with internal and third parties.

Step 3: Create and Stack-Rank Your Requirements

From goals come requirements. You'll likely start with a set of requirements that are carried over from your current ecommerce platform — key integrations, specific web properties, support for specific payment gateways, sales tax providers and marketing tools.

The requirements should be specific. For instance, if there is an integration with an ERP, be sure to outline key details of that before development starts:

1. All web orders will be sent to the middleware application for routing via REST API call as soon as they are marked as paid.

2. Order items marked with the dropship flag will be routed to the 3PL for fulfilment with the order ID included.

3. The dropship flag in product data will be populated by the PIM as part of the product data import.

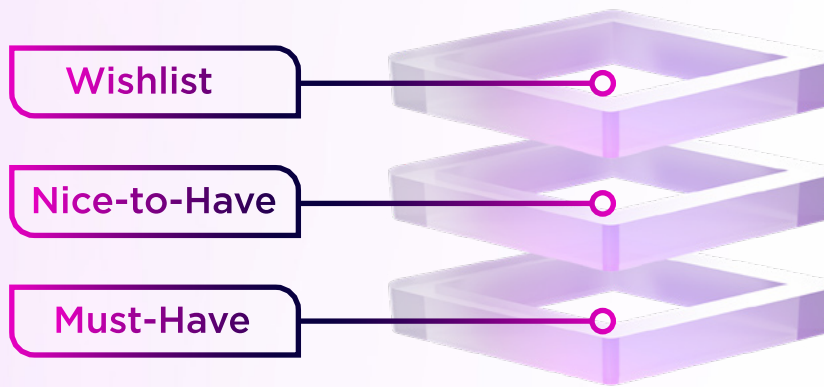
These requirements will be critical to informing your developer team or agency/systems integrator exactly what to build, and also in informing your internal stakeholders exactly what to expect once they have begun end-to-end testing.

In these examples, for instance, a merchandiser may see a missing dropship flag on an item and raise that as an issue proactively. Without such a requirement documented, that use case may not be tested, and requirement 2 will also not be tested (since no products have the flag), and your customers will be the first line of QA for the new site.

If you're engaging in an RFP process for a platform or for an agency, these requirements will be submitted to them in order to validate both the fitness of the platform and the estimate from the agency. This is a time-intensive process, and it can be tempting to speed through it under an aggressive timeline. This is also an area where you should compare specific requirements against the overall timeline.



Rank your requirements as:



Remember, you are negotiating the timeline established during Phase 1 with the goals and requirements from **Step 2** and **3**. Understanding the difference between must-have (like requirement 1 from our example) and nice-to-have (a merchandiser can manually set the dropship flag in the ecommerce platform since they are doing that today) is critical.

This process can be confusing if you are working with multiple brand teams or regions, each of which have different opinions about what is a must-have. It's critical to have senior leadership help resolve differences of opinions clearly and unambiguously. Whether or not all parties agree on the final set of requirements and their rank, you must speak with one voice to the third parties who are licensing and building your new site.

Develop a plan for migrating data and content

This can often be overlooked as a requirement because it's not explicitly tied to new functionality and often doesn't directly connect with goals. Make sure you have an internally agreed upon point of view on how data migration will work, and be sure you include URL structure and SEO fields in that discussion. Data migration is also an area where you want to work with a team that truly understands your data — and the platform you're migrating to.



The BigCommerce Data Migration Services team has performed hundreds of successful migrations to our platform. Our internal experts are able to advise on best practices throughout all phases of the migration process, and our service is designed to bring order to the chaos during even the most complex enterprise data migrations.”

Ericka Barnes Senior Manager, Data Migration Services, BigCommerce

There are four critical sets of data to migrate during a replatform.

1. Product Data

This includes text (product names, descriptions, technical specifications, ratings and reviews) and media (photos, videos and PDF attachments). It will also include merchandising, pricing, categorization and other metadata, such as SEO meta descriptions.

Sometimes, a replatform is associated with product data cleanups like reshoots of imagery, or optimization of product data for better SEO and conversion. Be sure you leave space in your timeline for this, if needed. Data structures for product data vary between systems, and you may want to manually review and transform your product data as it's extracted from your production system.

Additionally, before you start exporting data, get a copy of the product import template from BigCommerce and compare the fields to what you have today. If you see gaps in either direction (you have custom fields today that aren't explicitly in our template, or you see fields in our template that you don't have discrete values for in production), the remediation of those gaps should be a requirement.

You will very likely need to do multiple passes of data migration throughout the project to capture deltas or changes. Operationally, there will come a point in the project where there is a gap in time between final testing with a version of product/catalog data and the launch itself, and you will need to either institute a freeze on product creation and edits or commit to manual double entry between the systems.

2. Customer Data

At minimum, this usually includes email address, name and potentially password (although it's not uncommon for passwords to be simply re-set in the new platform, as encryption protocol differences between platforms can make passwords hard to migrate). Sometimes there will be more robust data to migrate like custom fields, address books, store credit balances and customer group assignments. All of these can be migrated into BigCommerce and can also be handled by our Data Migration Services team.

If you have recurring subscription data and saved credit card information, BigCommerce does not natively have a way to import these. Most third-party subscription management apps do have some ability to import, however, and if you're not changing vendors that transition should be managed by them. If you need to import subscriptions, speak with your vendor or service provider about the impact and any special handling needed to migrate PII in order to maintain PCI compliance.

3. Order Data

Order history migrations can be challenging, as they are a combination of customer and product data along with invoice and shipping information. The business value of migrating historical orders varies widely depending on your business model. For a B2B merchant, this is essential as old orders tie directly into open A/R and re-orders are a common requirement. For a B2C business where most customers are one-time visitors to the site, this may be lower value.

Determine early on whether this is a must-have, nice-to-have or wishlist item, because it can be time-intensive to map order fields from one system to another, given the complexity and links to other entities like customers and products.

You will also need to determine what record-keeping you're legally obligated to support based on your country. It may be necessary to preserve years of order history in order to comply with GDPR and the Right to be Forgotten, but that doesn't mean that history must exist in your new platform. Depending on how that data is backed up and stored, it's possible you can satisfy requirements with a copy of the database from your current system or from a back-office system like an OMS.



4. Content

Here, we are referring to articles, blog posts, knowledge base content, landing pages, lookbooks and any other content that's not directly surfaced on a PDP or as part of the catalog itself. Your business may have a tremendous amount of content or very little of it. If your replatform is to a headless or composable system with a DXP or CMS as the front-end, you'll be migrating into that platform. If BigCommerce is serving as your front-end, then you'll need these items to exist in BigCommerce or whatever app is responsible for hosting and displaying them.

Generally, content migration is accomplished manually because a design refresh is part of the overall replatform, and you don't want the new site to be a copy of the current site. New assets won't yet exist at this phase of the project, and the new design direction may be extremely vague. For the purposes of gathering requirements, make a list of any such non-product-specific content that must be migrated to the new platform and if any transformations or edits are expected.

One exception to this is article or blog content, because while the presentation may change with the new platform, the information probably will not.

Consider SEO Implications

SEO is a key consideration of any replatform. For some businesses, it's the primary channel driving revenue. But even for merchants who rely primarily on paid channels, good organic SEO boosts the effectiveness of those channels. Your SEO requirements should not be left to technical stakeholders to articulate, but must come from an ecommerce or digital marketing team.

If there are expectations that the new site will perform better organically, understand that improvements in ranking will not happen automatically as a result of simply being on a new platform — SEO improvements are the result of deliberate effort in optimization. Measure your current performance and create the benchmarks based on those, and use those requirements to create SEO goals. Remember to take into account seasonality, competitive actions and your promotional calendar — June's traffic will not look like September's traffic.

Basic SEO administrative tools like 301 redirects, sitemap management, meta keywords and tag management are all core features of BigCommerce, but they must be correctly used in order to yield results.

Trace the Lifecycle of an Order

It's worth tracing the lifecycle of an order in your system and outlining all of the requirements along the path of that order — including shipping rate calculation and what methods you support, sales tax calculation (if you sell cross-border or internationally, this becomes more complex) and payments (consider credit card gateways, payment methods and integrations you need to support those).

The lifecycle-of-an-order approach helps ensure you capture the most important part of the site experience — where your customers give you money. Include any post-order flows as well, such as fulfilment, returns and invoicing.

Go through the same process for the lifecycle of a product — how it gets created and priced, how inventory is managed, how content is created and how it is published on the website and other channels. If you sell on other channels like marketplaces, capture that — especially if the new ecommerce platform is also managing feeds to those marketplaces.

Depending on the scope of the project, it may be that product creation takes place in an ERP or PIM and there are no new requirements. The purpose of the lifecycles are to make sure that you haven't missed anything. They are valuable illustrations of how your business works and serve as tangible artifacts to educate third parties and others in your organization who may not know the details.

Identify Security and Performance Requirements

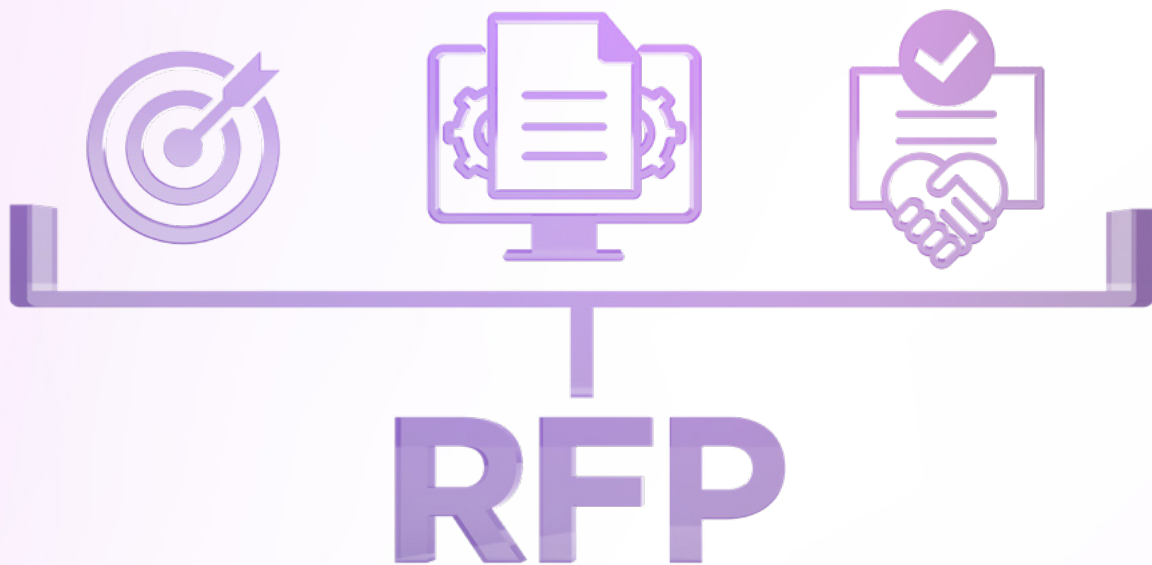
You should have requirements around stability, uptime and security. Depending on your location and industry, you may have statutory requirements to comply with for privacy and data retention. Things like user permission management, password rotation and resets, and anything in scope for SOC or PCI compliance should be listed to ensure they are taken into consideration.





Step 4: Select Your Ecommerce Platform and Agency Partner

At this point, you and your team should have an extremely thorough understanding of the entire commerce operational cycle and a firm idea of what's required, what you want to have and any stretch goals requested from various stakeholders. This is the point where all of the artifacts you've created — timeline, goals, diagrams and requirements — are collated into a Request for Proposal (RFP).



There are consulting firms who assist with this process, specifically in the ecommerce industry, who are familiar with the various technologies available. Industry analysts like Forrester, Gartner, IDC and, for B2B, Paradigm all produce annual or bi-annual reports analyzing trends in digital commerce and evaluating enterprise-grade platforms for specific use. Along with peers, these **analyst reports** can often lead you toward platforms like BigCommerce that are a good fit for your industry and size.

An RFP process for a platform often takes 8-12 weeks to complete from the initial submission to verbal selection, with contractual and legal approvals sometimes extending further depending upon the structure and speed of your procurement process.

It's typical to submit your requirements to multiple vendors and ask them to honestly evaluate their platform against your requirements, calling out native solutions, third-party solutions and customizations. Understand that just because a platform says one of your requirements is “native” in their platform does not mean that their native solution will fit your actual requirement.

Evaluate Ecommerce Platforms

Finding the right ecommerce platform is integral to your success. You want not only a platform that has the features and functionality to support your requirements, but you also want to look for a vendor that shares your vision for the future — and is committed to helping you achieve your goals. We recommend three key points in selecting a platform:

Assess their flexibility

A replatform is a negotiation between stakeholders in your organization who likely will not want to change a business process, a platform and integrator who likely does not want to rebuild a core feature, and you, mediating between them.

Flexibility coupled with a composable, open architecture means that you have something to negotiate with rather than simply receiving a hard “yes” or “no” when a requirement isn’t precisely met by the platform. It also means, should you want to replace other commerce components down the line, you’re not locked into a system or a way of doing things — in essence, it’s how you build for the future.

You should expect to see robust **API documentation**, **user guides** and an **ecosystem of partners** with prebuilt apps and integrations. If any of these are missing, you should question the platform on that topic. This will be especially key when considering how the platform will integrate into your existing stack. Look for proof points where possible that the platform can work with your ERP, OMS, PIM and DXP. A small business may be able to operate with a turnkey out-of-the-box platform, but your enterprise will not.

Get demos

Invite multiple key stakeholders from your business and get them on demos with the platforms you’re sending the RFP to. If you have technical stakeholders with specific questions, be sure each platform supplies an engineer or architect for their demo or call — there are few things more frustrating than having a valuable engineer from your team on a call with a non-technical account executive who can’t answer their questions.

This will also be an excellent opportunity to ask specific questions about how the platform handles your requirements; text is abstract, but a working piece of software you can see is concrete and will help you translate between the two.

BigCommerce’s Solutions Architects engage with you right from the beginning, and are experts in solving problems for complex enterprises because they have an established knowledge of the entire commerce ecosystem.



Solutions architects solve problems. We’re developers. We have industry experience and understand the practicals. The model in which we engage is not about sales. We listen to merchants and build architectural models that give them a comprehensive commerce solution.”

Stuart Guest-Smith, Lead Principal Architect, BigCommerce

Get pricing early

There is a tremendous amount of variation in how commerce platforms are priced — both in raw dollar terms and in structure. Some platforms charge a percentage of GMV, some use a tiered pricing structure, some do it by number of orders, some have a flat fee.

If any of the platforms you're considering have fees for services, payment processing or hosting, make sure they are enumerated in their response and prospective pricing. It can be frustrating to get budgetary clearance for your project, only to find out the platform didn't disclose a key detail.

Generally, two to four platforms are selected to receive an RFP, and there is a period of evaluating their responses, getting demos, asking more questions and potentially meeting in person with the finalists. You'll be feeding your findings back to executive leadership as the process matures, especially around cost and timing. You will likely be doing this while next year's fiscal planning is underway, and your feedback will help calibrate the overall expectations of your CFO.

Pick the Right Partner for Your Project

This is also the time where you may be selecting third-party technology partners — agencies, solution integrators or consulting firms who will actually do the heavy-lifting of the replatform. Most of the same RFP can be shared with the agencies — after all, they'll be the ones doing the implementation — but you should look for a few other items as you evaluate partners:

Expertise in the platform

Be sure that the agency has a proven and current track record with the platform of choice. Look for certifications and designations — Elite, Gold and Premium partners typically designate some level of focus and achievement.

Experience with your type of business

Some firms specialize in particular verticals or industries. If you're a multinational B2B firm, a boutique creative agency specializing in luxury brand DTC websites may not be the best fit, as you'll need to educate them on basic terminology. Likewise, if you have high expectations for creative and design capabilities, look for partners who lead with that as a value proposition — and not the firm of IT generalists who subcontract design to freelancers.

Ease of doing business

This can be tricky to evaluate, but try to find firms you want to do business with. Time zones matter, regional knowledge matters and honesty and transparency matters. You need to trust whomever you work with, and an agency relationship that is managed at arms length is unlikely to be a successful experience.

You'll also be getting quotes from agencies for the work. The sequence of choosing vta partner and a platform varies, but both sets of proposals need to be complete in order to have a full picture of the budget and timeline.



Step 5: Begin Implementation

This is where the magic happens and all of your hard work and planning come to fruition. Implementation isn't always easy, and there are often challenges along the way, but there are some things that you — as the chief stakeholder and mediator — can do to result in the best possible outcome.

One critical piece is project management. To ensure your project runs as smoothly as possible, BigCommerce Implementation Project Managers are here to help.



“ We work with merchants to build out a full project plan and manage the entire project lifecycle to guard against scope creep and mitigate any risks to project dependencies or timelines. By aligning and setting proper project expectations with all stakeholders, we can advocate for your interests with third parties, agencies and internal teams at BigCommerce, and ensure an on-time store launch.”

Fritz Stegmann, Director, Enterprise Implementation, BigCommerce

Embrace Agility

Agile versus waterfall development is a long-argued topic. But, in general, by “agility” we mean overcommunication. Have scheduled weekly meetings with the teams doing the implementation, whether they're outside agencies or internal teams. Plan the project so the most valuable work is done earlier in the project. You have a list of must-haves and nice-to-haves, and you should use that list to structure the order in which specific requirements are implemented.

Where possible, agility should be in service of prioritizing doing the most impactful work quickly and efficiently. It should also facilitate retrospectives and continual improvements — if something isn't working in the project, stop doing it! If something is working well, keep doing it! But in order to know what is and what is not productive, you must be collaborating as a cross-functional team and be willing to change how you work in service of better results.

Set Internal Expectations

One of the most common pitfalls we see during replatforms is inadequate planning for internal resources. It's reflexive to believe that once you've hired an agency or tasked a team with the work, it's their job to simply get it done without bothering you or other leaders within the organization. If the project were simply digging a trench, that would be true, but it's more like building a house.

Your IT team will have to grant access to internal systems for integration purposes, or your finance team will need to approve the purchase of a license for a tool. Your merchandising team will need to provide product data to the developers for migration and import.

All of these things will happen, and the difference between planning for them and not planning for them is the difference between launching on time and not launching on time. Plan for all of this — check holiday schedules and PTO calendars to be sure that key approvers are not absent for weeks at a time when their input will be critical to velocity.

Review Early and Often

You should be able to see the work in progress as the project matures. Don't let developers (internal or external) disappear for months at a time without showing work. Reluctance to demonstrate progress is often a sign of a lack of confidence or fear that the client will evaluate a work in progress as a finished product. While you shouldn't feed into that fear, you also can't let it cloud the project progress.

Your stakeholders who spent so much time pouring detail into requirements, unlocking budget and supporting the RFP process will expect to see updates on progress — so don't say that a project is “going well” unless you can see for yourself that it is. You should be able to see and interact with the work in progress on at least a biweekly basis — whether that's a formal agile demo or a link in a Jira ticket to a specific page that's been built.

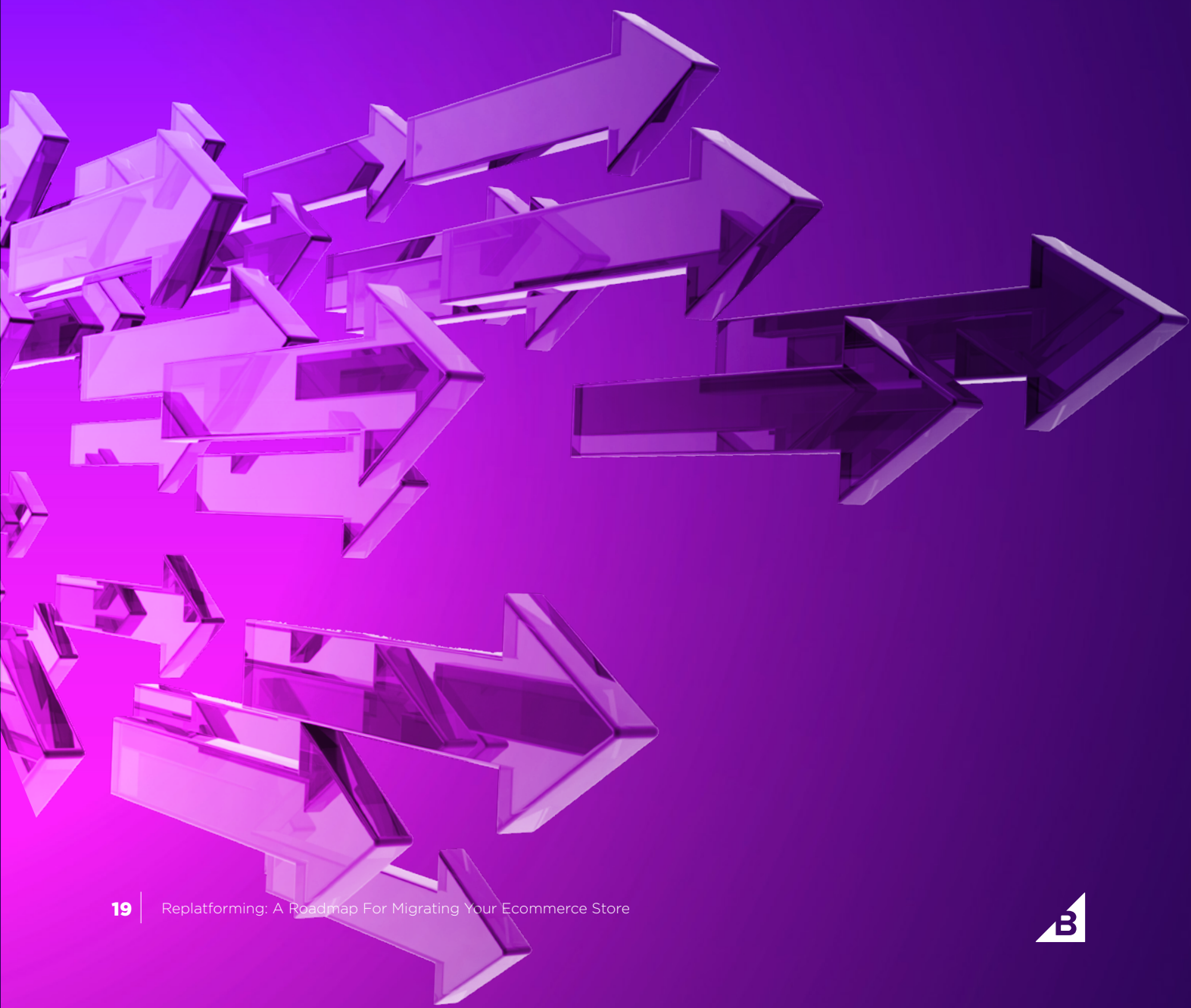
Your company is unique in its culture, practices and makeup. However, we've found that following these general guidelines are more likely to lead to success as you plan and execute your replatform.



BigCommerce Migration Success Stories

If replatforming seems like too big a feat to manage on your own, take it from our merchants — BigCommerce has you covered.

Find out why three of our enterprise merchants decided on BigCommerce and how they successfully made the switch.





When searching for a new ecommerce platform, **Skullcandy** needed four things: versatility, adaptability, affordability and a superior user experience — and their previous platform, Salesforce Commerce Cloud, simply wasn't cutting it. The lifestyle audio brand wanted a solution that allowed it to manage and develop its site, without leaning heavily on third-party contractors. Enter BigCommerce.

With the scalability and flexibility of open APIs, BigCommerce allowed Skullcandy to navigate within its existing tech architecture and go to market quickly.

“Despite the ambitious launch schedule, our migration went smoothly without missing a beat. Our ecommerce revenue stream and fulfilment process were uninterrupted and the site looked beautiful.”

Mark Hopkins, Chief Information Officer, Skullcandy

RESULTS



146%
increase
in revenue



104%
increase in
site traffic



50%
increase in
conversion
rate



NATORI

After launching its first ecommerce site on InsiteCommerce, fashion and accessory brand **Natori** decided it was time to switch to a solution with more out-of-the-box features and scalability. “If we’re going to grow this thing, we need to move to a new platform,” said Natori.

That’s where BigCommerce stepped in. With the ease of use, advanced merchandising capabilities and streamlined navigation and filtering experience, BigCommerce gave Natori the tools it needed to maintain its website and grow with no limits.

“Having access to BigCommerce’s open APIs, its app marketplace with partners and solutions to fit almost every need, our script manager functionality, and certainly omnichannel expansion are things that make the platform a major asset to Natori’s success.”

Colin Talbot, Ecommerce and Digital Marketing Specialist, The Natori Company

RESULTS



141%
increase in
customers



164%
increase
in orders



163%
increase
in revenue

UPLIFT DESK®

When **Uplift Desk** — a standing desk and ergonomic chair brand — started its ecommerce journey on Yahoo, they found that the platform lacked in performance, affordability, reliability, scalability and customization.

After vetting several providers, UPLIFT Desk landed on BigCommerce. Our platform provided the performance, functionality and ease-of-use they needed to create the optimal customer experience.

“Open SaaS with BigCommerce allows us to provide a great experience for customers while protecting our bottom line and keeping our company focused on growing the business.”

Bryce Bowerman, UPLIFT Desk Chief Operating Officer

RESULTS



203%
increase in
customers



226%
increase
in orders



61%
increase in
conversion
rate

Conclusion

Replatforming is not simply about giving your website a makeover — it's about having the right tech stack to future-proof your business in the face of change. Amid economic headwinds and evolving consumer behaviors, adopting a future-fit strategy is crucial to remaining relevant in a competitive landscape.

However, we'd be naive to say that replatforming doesn't come with its own challenges. In many cases, migrating away from a legacy platform can be time-consuming and expensive. But with the help of this comprehensive guide, you and your team will be well on your way to replatforming success. From establishing your timeline and identifying key goals, to ranking requirements and selecting your ecommerce platform, all the way to implementation, BigCommerce and our team will work with you every step of the way.

With a trusted team of ecommerce experts, including our Data Migration and Solutions Architecting teams, BigCommerce is here to assist by providing the safest, fastest and most efficient transition possible.

The process of replatforming can be daunting; however, we believe the benefits of modernizing your tech stack will far outweigh the challenges. With BigCommerce as your platform, you'll have a trusted partner that will enable you to deliver cutting-edge commerce experiences now — and into the future.

**Ready to take the next step?
Schedule time with our team to explore the advantages
of migrating your store to BigCommerce.**

Schedule Now