

# Mejix Shopifu Plus Case Study

From Magento to Shopify Plus: A smooth transition for a growing furniture retail company

## AT A GLANCE

**Industry:** Retail – Furniture

**Objective:** Improve workflow and product information management through Shopify Plus and Sales Layer integration

**Tech Stack:** Shopify Plus, Sales Layer, HTML, CSS, JavaScript (jQuery), Liquid

**Team:** Project Manager, CSS Developer, Shopify Developer

**Challenges:** Complex payment processor integration, Sales Layer coordination, large-scale data migration, AI-based filtering

**Impact:** Enhanced performance, streamlined stock handling, scalable e-commerce growth

## OVERVIEW

The client is a Romanian furniture retailer with multiple physical locations and hundreds of employees. They were operating on Magento 1 and struggling with performance issues due to a catalog of over 50,000 products. To modernize their e-commerce infrastructure, they migrated to Shopify Plus and implemented Sales Layer (PIM) for centralized product data management.

## THE NEEDS

The client needed a more structured access control system, where employees had permissions tailored to their roles. Shopify Plus' permission and workflow capabilities aligned well with this vision.

They also aimed to scale internationally through Shopify Marketplace, making Shopify Plus the right fit for their growth strategy.

## KEY CHALLENGES

- **Sales Layer Integration:** Synchronizing product data between Sales Layer and Shopify Plus
- **Data Migration:** Ensuring consistent, reliable transfer from Magento 1
- **Payment Gateway Setup:** Navigating bureaucracy around third-party payment integration

## THE SOLUTION

Our aim was to deliver a more **scalable, efficient, and future-proof e-commerce platform**. To achieve that, we migrated the client to Shopify Plus, integrated Sales Layer for product management, and implemented AI features to improve the customer journey.

Here's a breakdown of our approach:

- **Custom Shopify Plus Development:** Starting with the client's existing design, we built a cleaner, fully responsive Shopify Plus theme. From there, we developed custom components tailored to their catalog size and operational needs.
- **Sales Layer Integration:** Shopify Plus has limitations in managing highly detailed product data, so we used Meta Fields and Meta Objects to store specs, pricing, and attributes. We also created custom workflows to keep catalog updates consistent and automated.
- **Data Migration:** Using a specialized tool, we migrated customer data from Magento 1. Historical order data remained accessible for reference, and the process was carefully staged to avoid any disruption to live operations.
- **AI-Powered Features:**
  - **Smart Search Suggestions:** AI analyzed user behavior to offer predictive search results, helping customers find products faster
  - **Personalized Recommendations:** On product pages, the AI suggested related items based on browsing habits, boosting engagement and conversions

## THE RESULTS

The migration to Shopify Plus delivered **measurable improvements** across performance, operations, and customer experience. By addressing legacy issues and building a more modern, adaptable infrastructure, the client now operates on a platform that supports both their current scale and future growth.

### Improved Platform Performance

Shopify Plus enabled the client to **manage their extensive catalog** of over 50,000 products with ease, resolving the performance issues that plagued their Magento 1 setup. Page load speeds improved, backend processes became faster, and the overall user experience became more stable and reliable.

### Optimized Stock Management

With Sales Layer integration and custom workflows, **stock visibility across online and warehouse systems became much more accurate**. Previous inconsistencies, like products showing as available online while being out of stock or vice versa, were eliminated. The result? Product listings that reflect real-time availability.

### Enhanced Customer Experience

AI-powered filtering and product recommendations significantly **improved navigation and product discovery**. Customers now receive smart search suggestions based on their browsing behavior, along with personalized product recommendations, leading to deeper engagement and higher conversion rates.

### Reduced Technical Maintenance

Shopify Plus' automated updates and built-in security features **removed the need for constant manual intervention**. Beyond the standard subscription, the platform now handles core maintenance and security patches, allowing the client's team to focus on strategy and growth rather than infrastructure.

### Scalable, Future-Ready Architecture

The new setup gives the client **flexibility to expand internationally, launch new features, and adapt to evolving business needs** without reworking the entire platform. The scalability of Shopify Plus ensures they're well-positioned for long-term success.

## **Need a Shopify Plus Expert?**

Book your free consultation with Mejix and take the first step toward a faster, smarter online store.

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