ENVISION
a **Netsmartz** company

How Art-based Fundraising Platform Flourished Its Customer Base and Optimized Its Order Fulfilment

10%
Increase in Customers

7%
Increase in Orders

700+
GB Content Served Swiftly

Art - Based Fundraiser

About the Client

The client is a renowned US-based art fundraising organization dedicated to fostering creativity in children. They provide an online platform that functions as both an art gallery and a marketplace, facilitating the sale of artwork created by young artists and supporting fundraising efforts.

The Need

Migrating from outdated Magento 1 platform

Simplifying and shortening sales cycles

Tracking and managing order

Improving user experience

Managing inventory across locations

Powering Business Growth with Envision eCommerce

Recognizing these limitations, the client partnered up with Envision eCommerce to breathe new life into their platform. Our objective was to address the needs of the client and propel them toward achieving their goals.

Tech Stack

Adobe Commerce Cloud

salesforce commerce cloud b2b commerce

conga

Content Delivery Network (CDN

WordPress

Platform Audit and Strategy Development

We began by conducting a thorough analysis of the client's existing platform, identifying areas for improvement, and tailoring a strategic roadmap aligned with their future goals.

Magento Upgrade and Data Migration

Envision spearheaded the migration of platform from Magento 1 to the more robust and scalable Adobe Commerce Cloud (previously Magento 2.0). Our industry-leading processes ensured a seamless migration with zero data loss.

Immersive and Engaging UI/UX Strategy

Our team, leveraging extensive experience, designed and implemented a highly immersive user interface (UI) and user experience (UX) strategy. This strategy prioritized user-friendliness and fostered deeper engagement with the platform, thereby supporting fundraising efforts.

Simplified Order Management

Automated API integration between Adobe Commerce and Salesforce eliminated manual processes and human errors, guaranteeing order accuracy.

Highly Optimized Performance

To create a high-performing B2C platform, we implemented a multi-pronged approach. This included:

ERP Integration

Content Delivery Network (CDN)
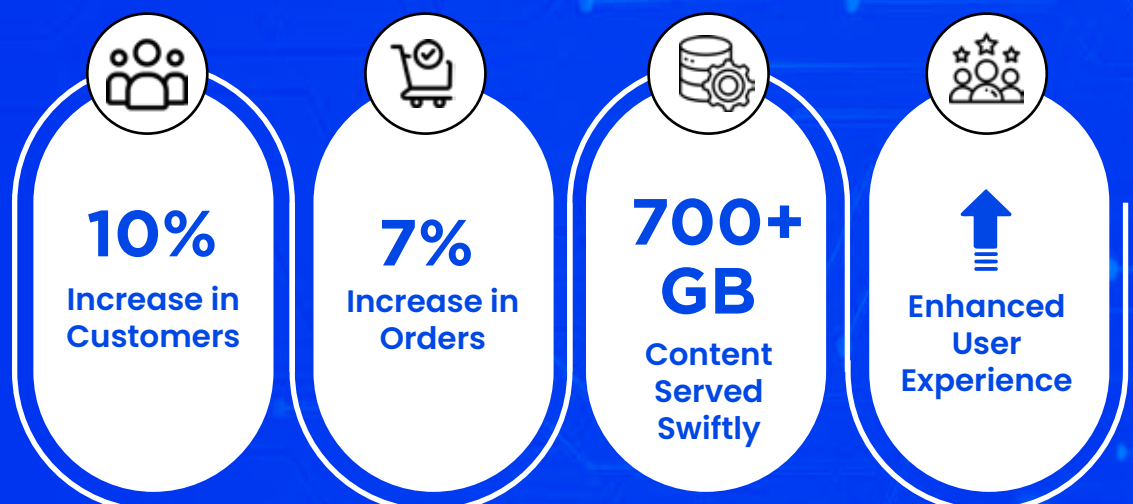
Performance Optimization

Ongoing Support & Maintenance

A dedicated team is providing ongoing support and maintenance to ensure the platform's stability, technology enhancements, upgrades, and optimal performance.

End-to-end Management

Envision eCommerce provided comprehensive management throughout the project, ensuring a smooth and successful launch.

Our Impact

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Enhanced User Experience

Why Envision eCommerce

- **25+ years** of deep domain expertise in e-commerce
- **24x7 dedicated support** by Adobe-certified engineers
- Superior **third-party integrations** with leading technology providers
- **Cost optimized engagement models** and resource utilization
- Expertise in maintaining **cybersecurity and regulatory compliance**

300+
Satisfied Clients

860+
Successful Projects

1000+
Team Members

10+
Global Locations

About Envision eCommerce

Envision eCommerce, a Netsmartz company, is a leading e-commerce solutions provider with over 25 years of experience in enabling businesses of all sizes achieve their strategic and e-commerce goals. We leverage the power of Adobe Commerce Cloud, Salesforce Commerce Cloud, Shopify, and BigCommerce to help you make, market, and manage your e-commerce stores seamlessly. Partner with us to reimagine your digital strategy and create breathtaking experiences for your customers.

Our Partnerships

salesforce partner

Adobe | SOLUTION PARTNER

Contact Envision eCommerce Today!

Learn more about how Envision eCommerce can help your business achieve similar results. Contact us today for a free consultation.

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Mississauga	Rochester		Mohali		
			Noida		
			Pune		
			Gurugram		

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