

**NORTHERN**



## **Uncorking The Performance of Magento 2 In 30 Days**

In the spring of 2020, Andrew Peller partnered with Northern Commerce to launch a quick-to-market Magento 2 storefront to meet the surging demand for eCommerce. The remarkable 30-day execution was built on a solid foundation of ready-made features and functionality to create a seamless online shopping experience for Andrew Peller customers.

*They needed to go to market quickly with a reimagined eCommerce experience to maintain the ability to offer customers a way to shop for products after the temporary closure of their brick and mortar locations.*



# Shopping Innovation

## The Client

Andrew Peller Limited is one of the most recognizable names in the wine, beer, and spirit industry. They offer an award-winning product lineup from multiple winery and brewery locations across Canada and through their digital storefront The Wine Shop.

The Wine Shop offers a variety of award-winning products from Andrew Peller's various brands such as Wayne Gretzky Estates, Peller Family Vineyards, No Boats On Sunday, and XOXO. The retailer partnered with Northern Commerce looking to create an "endless aisle" online for customers to explore their multi-brand and orchestrate an omni-channel experience spanning all of their different products.

## The Strategy

With a thoroughly planned execution strategy, Northern Commerce orchestrated a complete Magento 2 build in just 30 days. Magento's robust product management capabilities and nimble scalability enabled Northern to develop a quick-to-market solution to take advantage of the fast-growing demand for eCommerce.

Following a proven formula of careful planning and timely execution, the Northern Commerce team mapped out the build from discovery through to testing and deployment—ensuring each of Andrew Peller's requirements were captured along the way.

## The Challenge

With a surge of online shoppers turning to eCommerce due to COVID-19, Andrew Peller urgently needed a high performing digital storefront. Coronavirus has driven 3 in 10 Canadian consumers to shop online for items they would traditionally have purchased from a brick and mortar store, which were Andrew Peller's primary source of retail sales prior to the pandemic.

Although they had existing digital commerce available, it was not responsive or optimized for search, which restricted discoverability and created a frustrating navigational journey. Following the sudden shift in consumer behaviour, making a switch to focus on eCommerce was critical to continuing Andrew Peller's retail operations.

## How We Did It



**Leveraged Northern's homegrown Compass theme** to expedite Andrew Peller's ability to go to market using Magento 2.



**Unified Oracle and Magento 2** through a custom integration built to capture important order, shipment, and customer data in the Oracle enterprise resource planning (ERP) system.



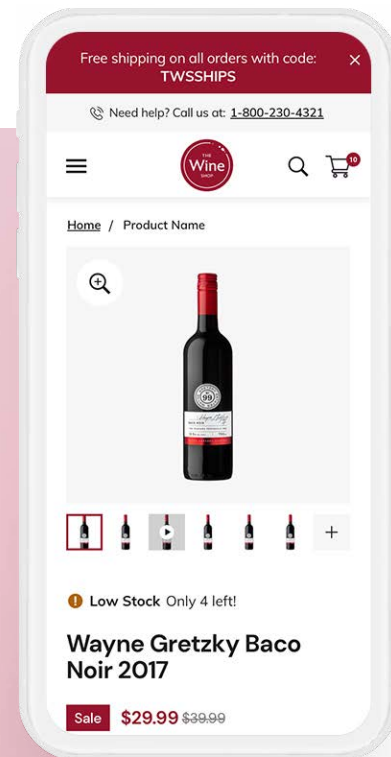
**Optimized for peak search engine performance** through extensive keyword research and framework to inform site structure and optimization.



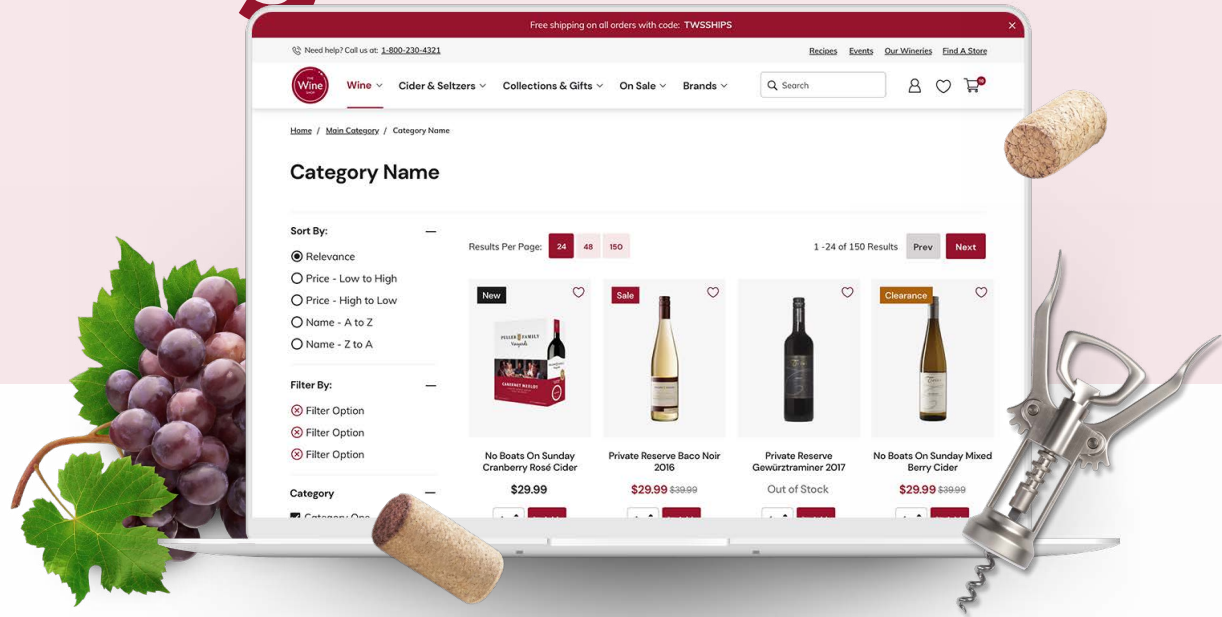
**WCAG 2.1 Level AA compliance** to ensure an accessible user experience that adheres to AODA legislation.



**Integrated with the commerce protection platform Signifyd** to ensure The Wine Shop was safe and secure from online fraud.



# Magento Partner



## The Results

**+65x**

**INCREASE**

in eCommerce revenue

**+170%**

**GROWTH**

in organic traffic

**+80x**

**BOOST IN NUMBER**

of online transactions

**+3,500**

**RISE IN TOTAL NUMBER**

of repeat purchases

*Looking to make the move to Magento 2? Northern has developed a quality off-the-rack solution that can be delivered at a fraction of the cost and implementation time. We can make the transition to Magento as seamless as possible for your business.*

**Let's talk about your project!**

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