Devsinc x INTERWOOD

Interwood's Digital Craftsmanship: Elevating Furniture Commerce with Shopify

How Devsinc Helped Achieve 55% More Orders & 2X Faster Operations
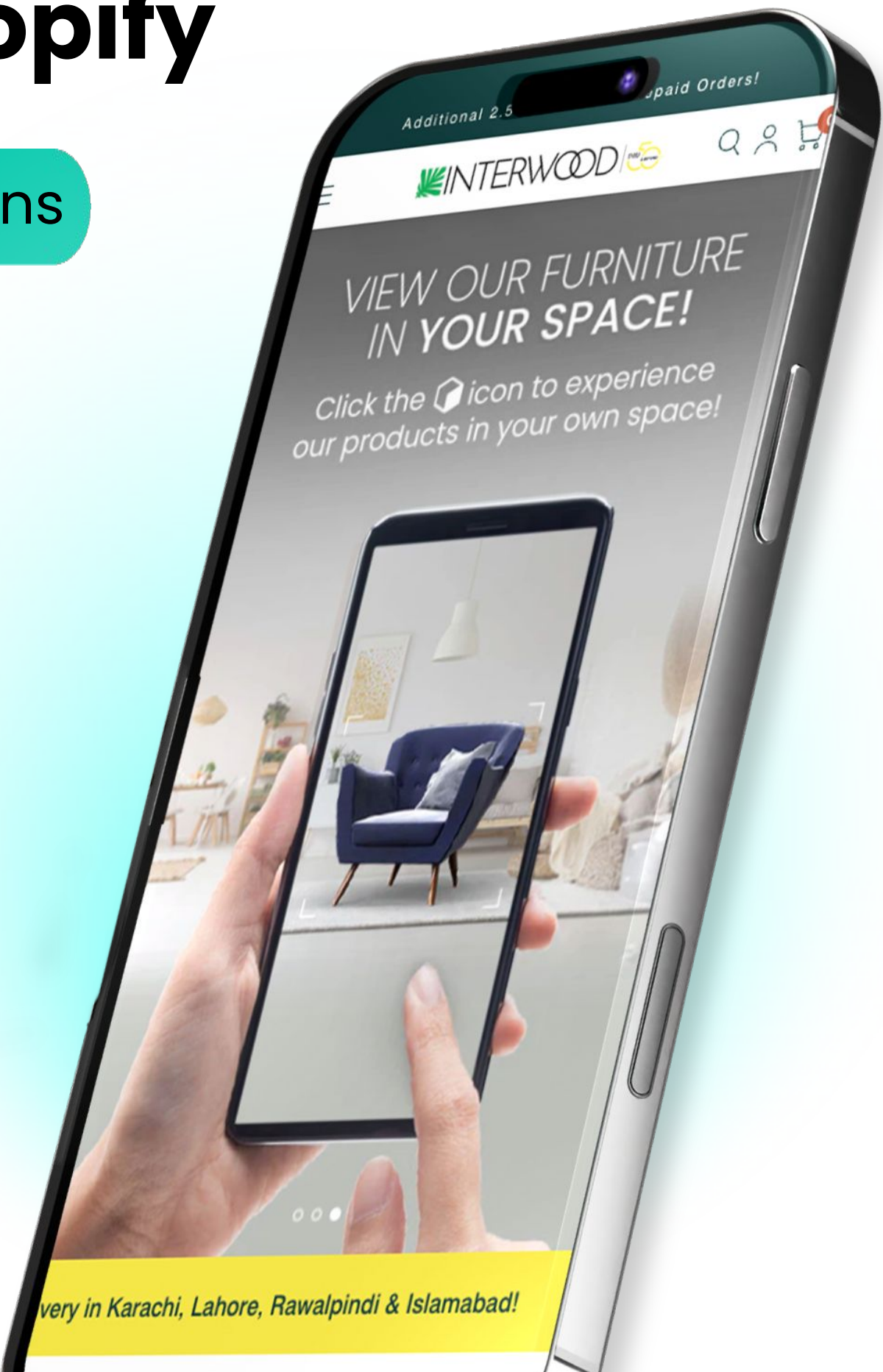
Client: Interwood
Industry: Home & Living
Website: www.interwood.pk
Location: Pakistan

55%↑
More Orders

15%↓
Fewer Abandoned Carts

2x↓
Lower Dev Costs

Services Delivered:

shopifyplus

Platform Migration
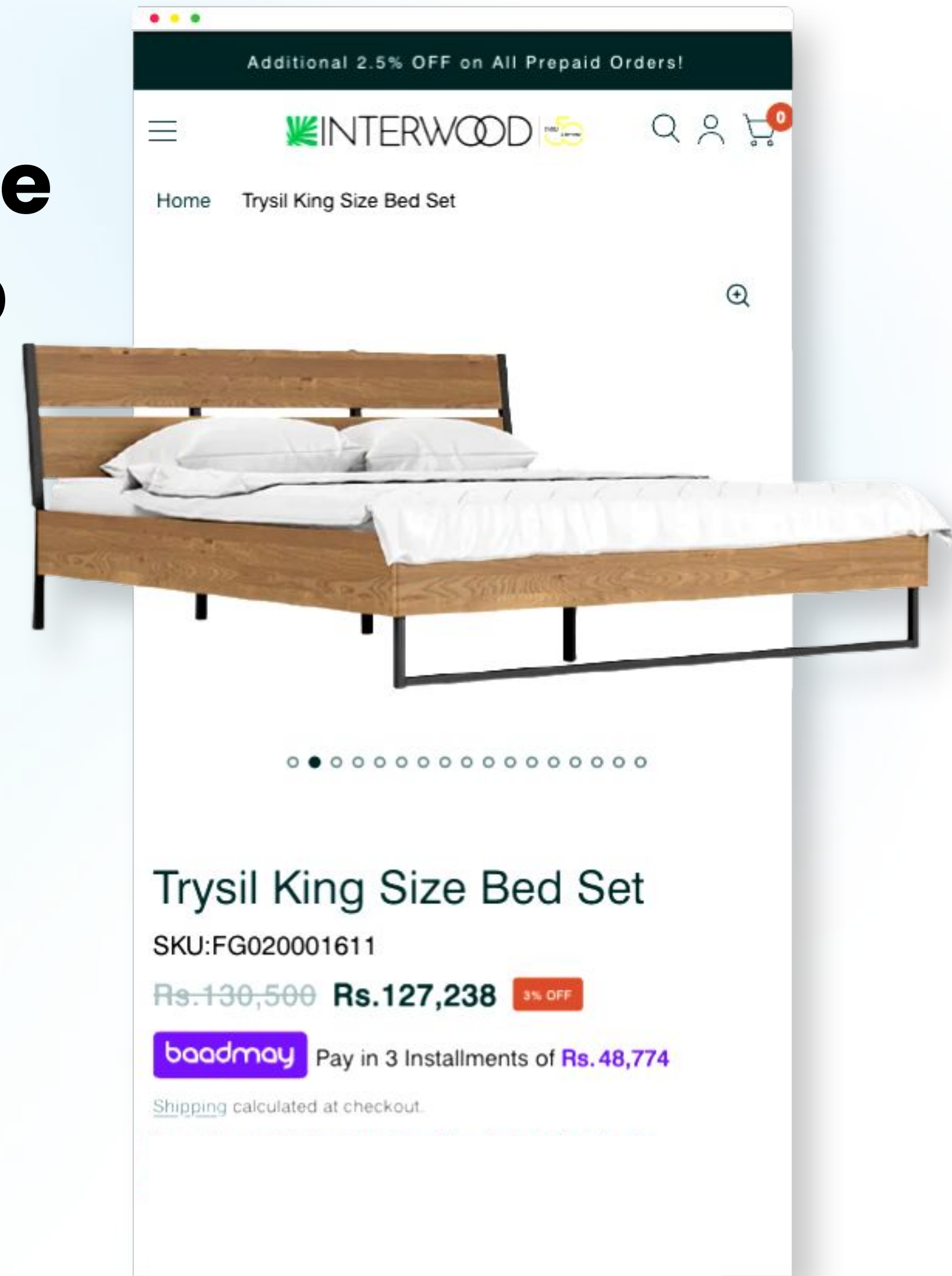
UI/UX Design

E-commerce Development

Overview:

Redefining Furniture Commerce Through Digital Craftsmanship

==Since its inception in 1974==, Interwood has been synonymous with artisanal furniture excellence in Pakistan - transforming homes, offices, and commercial spaces into narratives of sophistication. More than a manufacturer, it's a design partner for visionaries, blending handcrafted durability with avant-garde aesthetics across residential, corporate, and hospitality projects worldwide.

Yet, as global demand surged, Interwood's Magento platform became an anchor - clunky backend workflows stifled creativity, while fragmented logistics eroded margins. The partnership with Devsinc (formerly Alchemative) marked a turning point:
a ==Shopify Plus migration== that didn't just streamline operations, but reimagined furniture commerce.

Why Interwood Wasn't Achieving Results From Its E-commerce Stores

Interwood faced critical operational bottlenecks with its legacy e-commerce infrastructure, originally developed on Adobe Commerce (Magento 2.0). The platform's architecture posed substantial challenges for in-house teams, particularly in managing backend operations and implementing new features. The rigidity of the system necessitated ongoing reliance on third-party developers, as even minor enhancements demanded external intervention. Feature expansions typically required building bespoke applications, significantly inflating project timelines and development costs.

Operational Complexity
The intricate backend framework hindered efficient management and scalability by the internal team.

Dependency on Third-Party Vendors
Routine feature rollouts and updates were reliant on external development expertise, limiting agility.

Escalating Development Costs
Continuous system modifications imposed heavy financial burdens, straining IT budgets.

Fragmented Feature Integration
Standalone development for each functional extension led to higher resource usage and delayed delivery.

Solution:

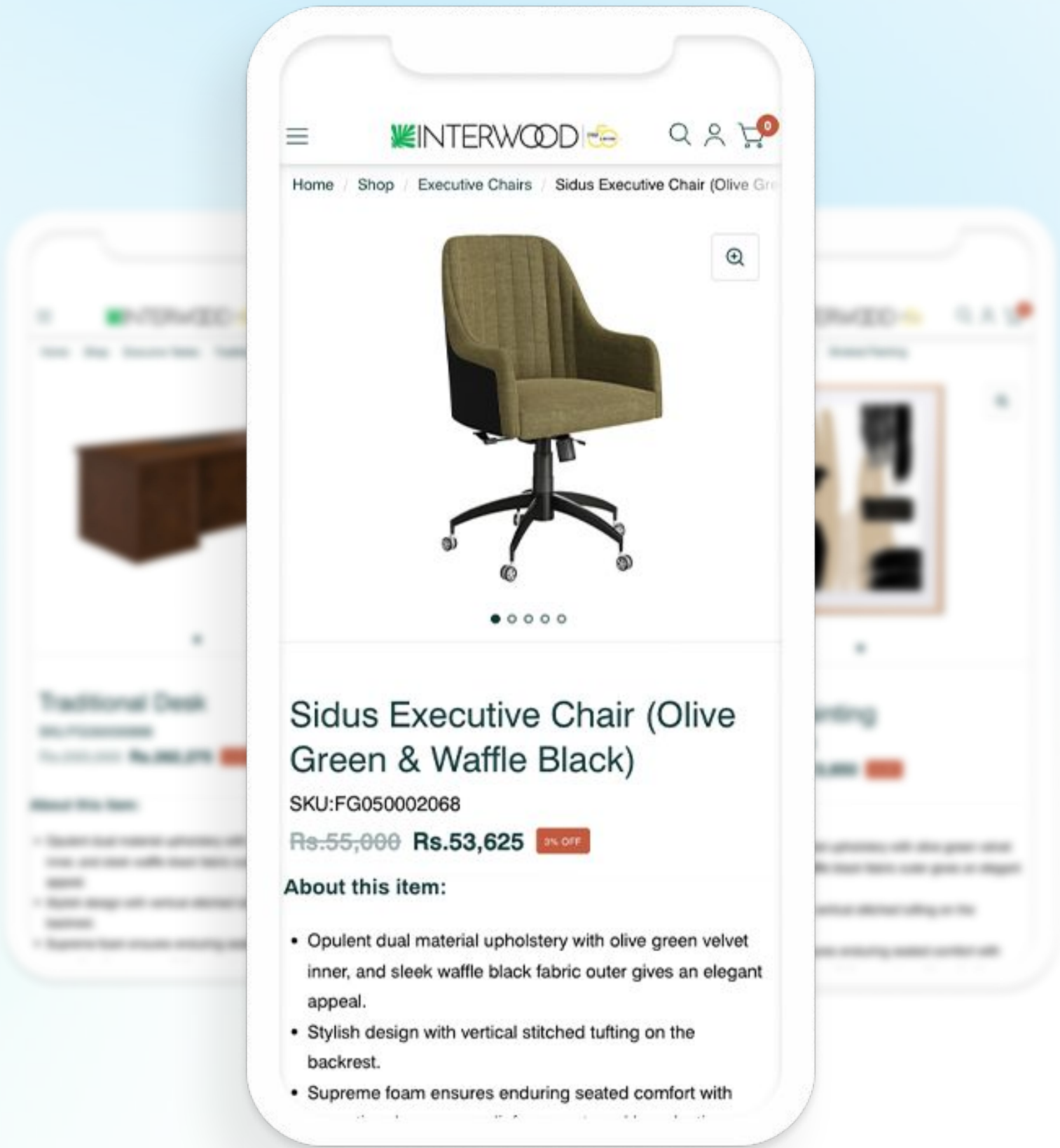# How Devsinc Unlocked Solutions to the Challenges

Following an in-depth assessment of Interwood's operational and technological challenges, a strategic migration plan was formulated and executed. The solution involved transitioning to the Shopify platform, integrating targeted functionalities to eliminate key inefficiencies and elevate the digital commerce experience.

Enhanced Customer Experience Design: A user-centric UI/UX framework was implemented, optimizing the end-to-end customer journey with intuitive site navigation and a frictionless checkout process.

Dynamic Bundle Pricing Mechanism: A tailored pricing logic was integrated into the product detail pages, enabling real-time price adjustments based on bundle selections - a capability previously unsupported on the legacy system.

INTERWOOD

Home / Shop / Executive Chairs / Sidus Executive Chair (Olive Gre

Sidus Executive Chair (Olive Green & Waffle Black)

SKU:FG050002068

Rs.55,000 **Rs.53,625** 3% OFF

About this item:

- Opulent dual material upholstery with olive green velvet inner, and sleek waffle black fabric outer gives an elegant appeal.
- Stylish design with vertical stitched tufting on the backrest.
- Supreme foam ensures enduring seated comfort with

Granular Shipping Cost Visualization: A transparent shipping rate structure was developed, offering customers clear visibility into logistics charges at the point of purchase.
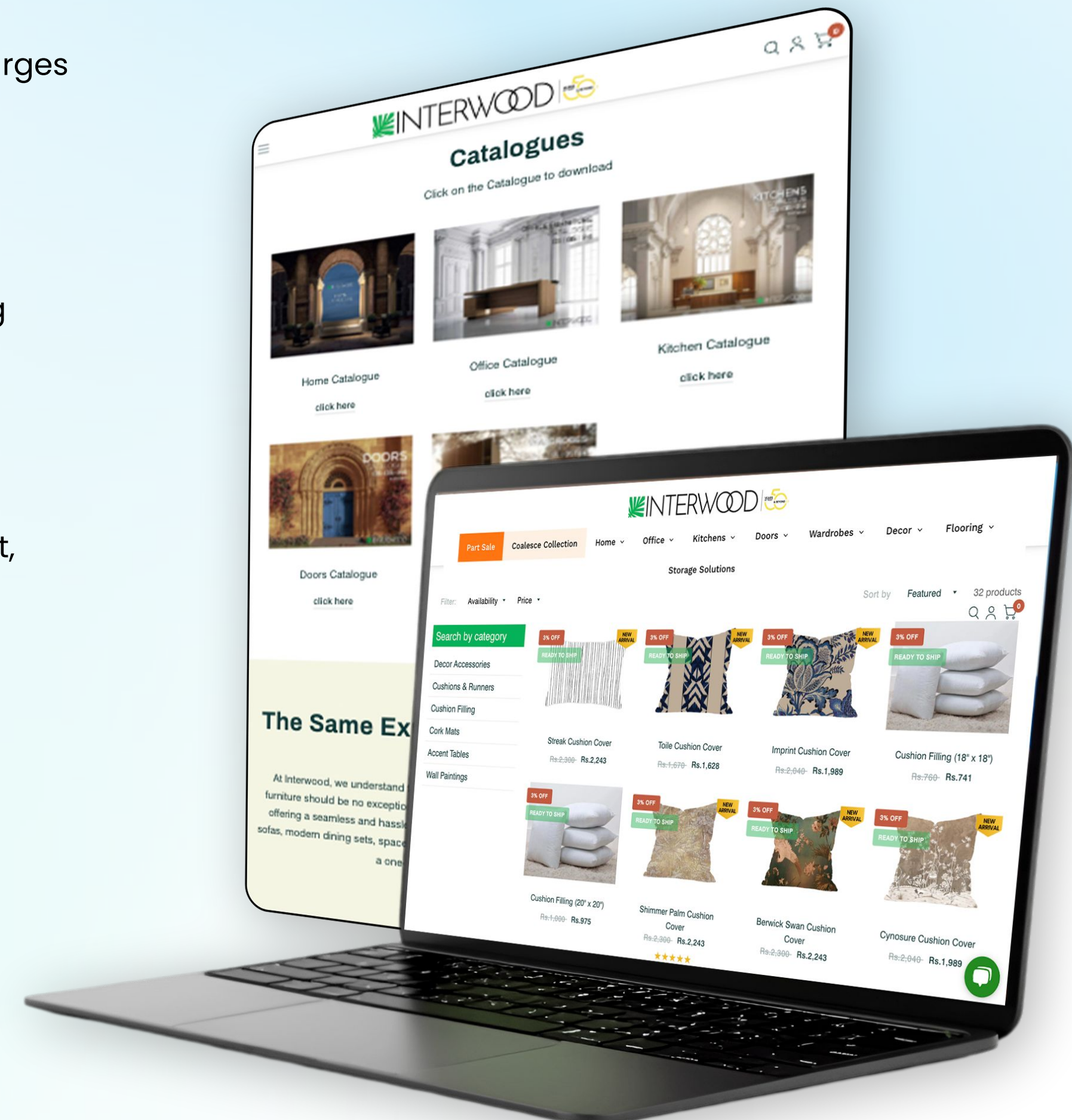
Geo-Based Rate Customization: The Parcelify application was configured to dynamically display location-specific shipping rates, enabling adaptive pricing based on customer geography.

SEO Integrity Maintenance: All historical backlinks and SEO configurations were seamlessly transitioned to the new Shopify environment, preserving organic search performance and domain authority.

Capability Building Through Training: Comprehensive knowledge transfer and platform training sessions were conducted for Interwood's internal team, fostering self-sufficiency and reducing reliance on external technical resources.

How This Bolstered Efficiency, Conversions and Slashed Costs

Interwood's Shopify migration didn't just streamline operations - it **rewrote the rules of furniture e-commerce,** blending artisanal heritage with quantifiable digital growth.

95% Uptime

Lightning-Fast Performance: Achieved a 90% uptime boost and 2.6-second response times (Lighthouse score: 85), ensuring seamless browsing for high-intent buyers.

10% Higher

conversion rates and 55% more orders proved the appeal of frictionless catalog navigation and one-click checkout.

15% Fewer

cart abandonments and 25% increased sessions reflected optimized pricing logic and geo-aware shipping displays.

Data Driven Growth

centralized dashboards turned real-time analytics into actionable insights, from inventory trends to VIP client preferences.

Future Ready Foundation

Pre-integrated apps cut dev costs by 2X, while the Shopify backend empowered staff to manage 100+ SKUs autonomously.
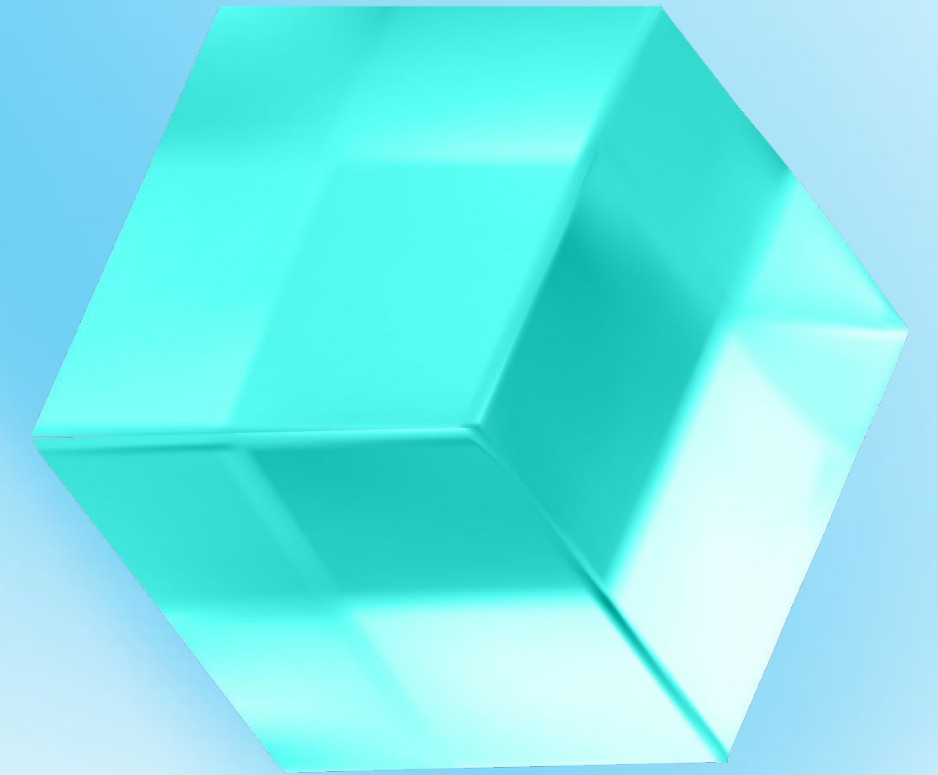
Let's make your brand the next success story!

About Devsinc

Devsinc is a premier full-stack technology partner delivering enterprise-grade software solutions through **15+ years** of expertise in AI, cloud, and data modernization. With **3000+** projects for **250+** global clients, our **1200+** engineers empower Fortune 500s and high-growth startups alike, driving digital transformation through innovation, scalability, and domain expertise.

Our global footprint spans strategic offices in the UAE, UK, US, and KSA, complemented by delivery centers across three continents. We combine institutional-grade security with cutting-edge agility to build adaptive digital ecosystems. Specializing in turnkey transformation, we future-proof operations and unlock exponential value through technology-led innovation.

Get in touch:
global.business@devsinc.com

Devsinc

Partner with Devsinc to transform your ideas into cutting-edge digital solutions. We're ready to bring your vision to life.

United States of America:

18 S 2nd Street #120 San Jose, CA, 95113, United States of America.

United Kingdom:

128 City Road London, EC1V 2NX United Kingdom.

United Arab Emirates:

Concord Tower, Internet City, 9th Floor, Black Sea Business Centre. Dubai.

Kingdom of Saudi Arabia:

3141 Anas Ibn Malik Rd, Al Malqa, 13521, Riyadh.

Pakistan:

Global Delivery Centre:
Devsinc Tower, Ghazi Road, Lahore, Pakistan.

Delivery Centre -2 Islamabad:
Devsinc, 102 China Road, I-10, Islamabad, Pakistan.