

# Transforming Zellbury's E-Commerce Ecosystem with Shopify Plus Migration

8%↑

Website Uptime

82%↑

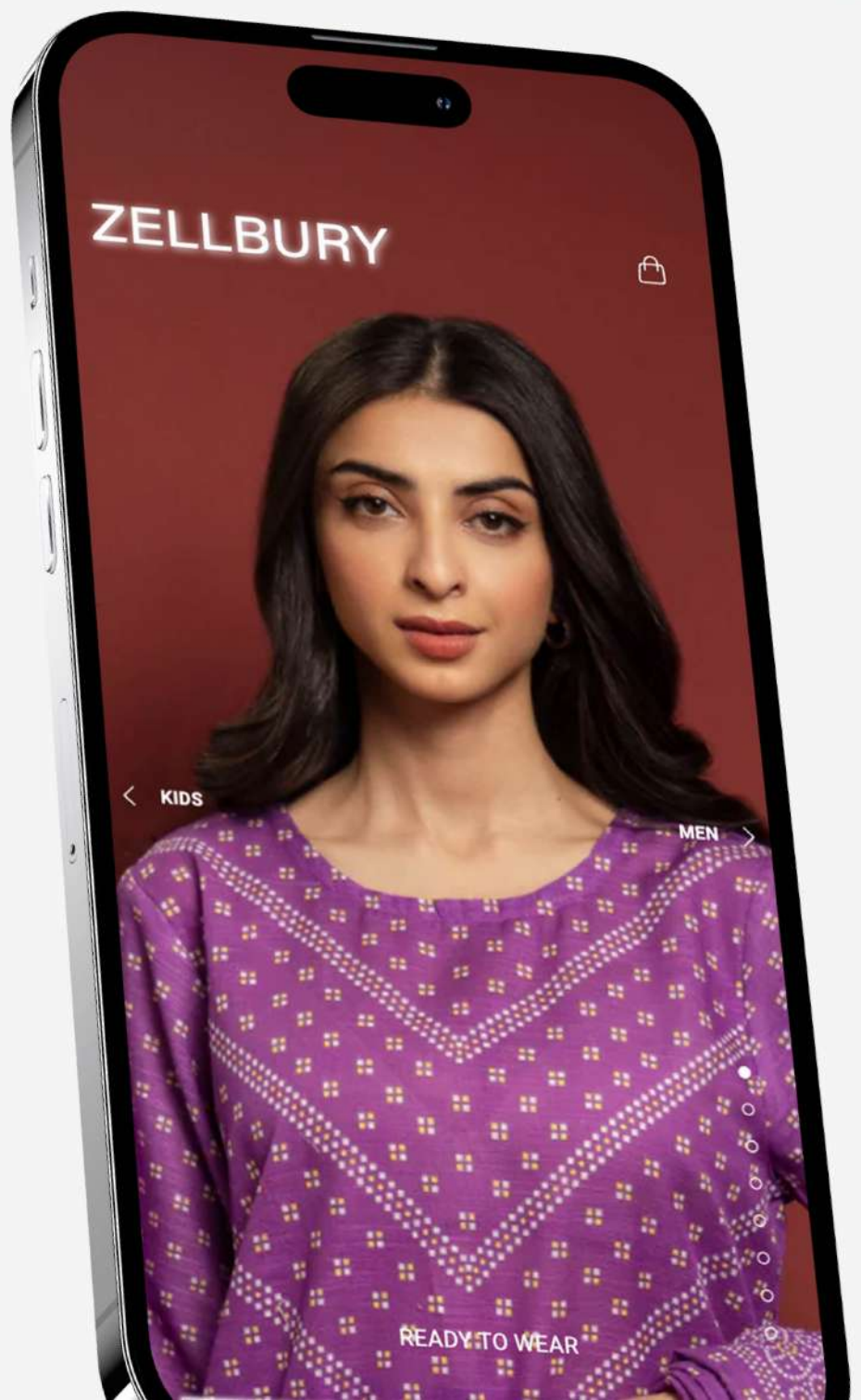
Avg Sessions

13%↑

Conversion Rate

105%↑

Number of orders



# Scalable E-Commerce with Shopify



Zellbury is a **leading fashion brand** under the **textile giant Al Rahim**, offering an extensive range of ready-to-wear and unstitched apparel, footwear, and accessories designed for diverse demographics.

With ambitions for international expansion, Zellbury partnered with Alchemative (acquired by Devsinc) to enhance the platform and operational efficiencies. By migrating to Shopify Plus from Magento, Zellbury experienced optimized e-commerce functionalities and streamlined processes, paving the way for future-ready growth in the fashion industry.



# Challenge

Zellbury's entire e-commerce operations were originally established on the Magento platform. As the brand pursued international expansion, it sought advanced capabilities to enhance its online store. The platform's mounting development costs for implementing custom integrations, coupled with increasing operations, created roadblocks for growth. Zellbury required a solution that would help them scale their operations into new markets.

## Key challenges included:

### High Development and Server Costs:

Unsustainable expenses to maintain and upgrade the platform.

### Inventory Synchronization:

Difficulties syncing stock across multiple locations in real-time.

### Customized Integrations for Omnichannel Retail:

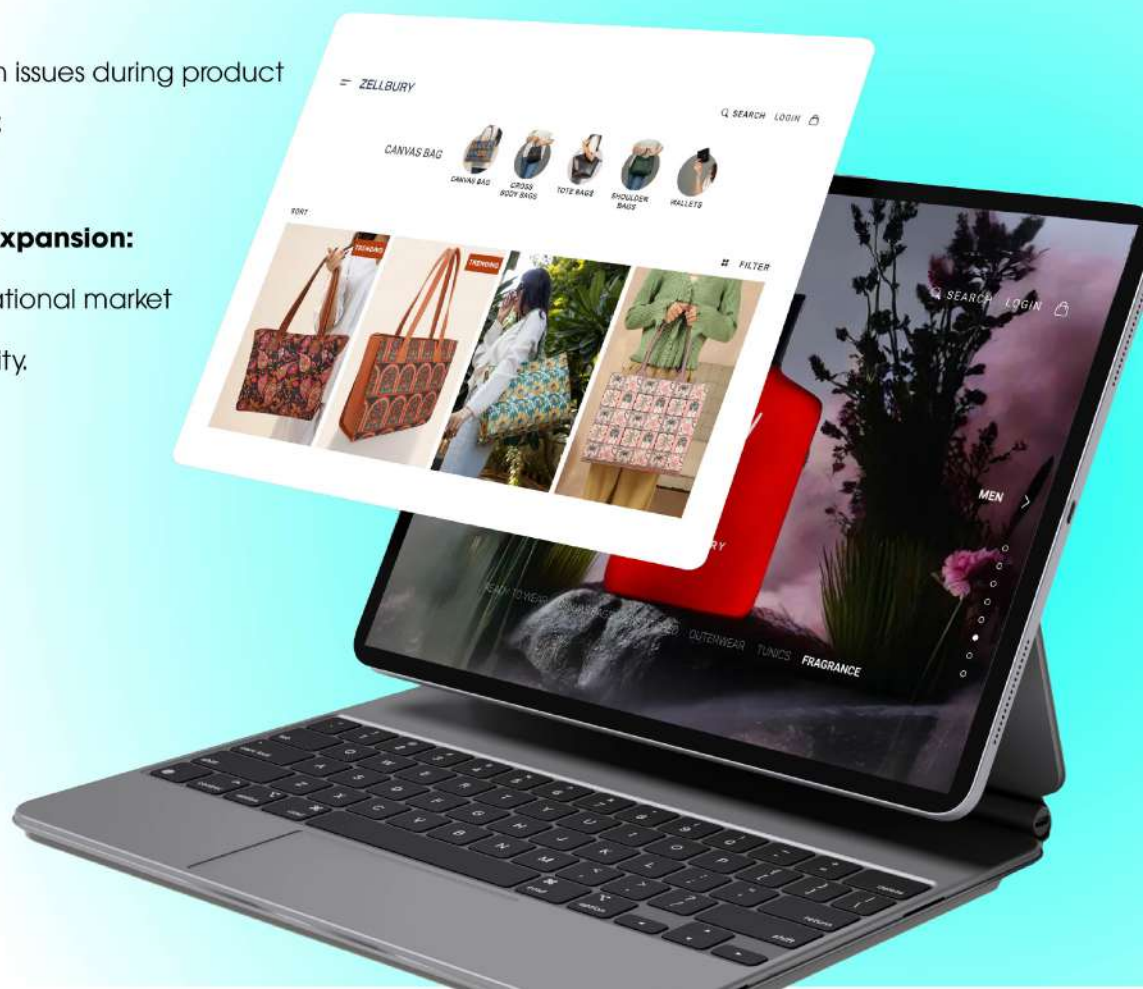
Struggles to unify operations and deliver a seamless omnichannel experience.

### Platform Limitations:

Frequent performance refresh issues during product uploads, hindering efficiency.

### Future-Ready Platform for Expansion:

Difficulty in scaling for international market entry and operational flexibility.



# Technical Solutions Provided

The team at Alchemative (acquired by Devsinc) conducted a comprehensive analysis of Zellbury's e-commerce ecosystem. The goal was to resolve key operational bottlenecks, enhance the customer journey, and provide a scalable framework for future growth. By migrating their operations from Magento to the Shopify Plus platform, the team delivered a cost-effective, scalable solution that optimized user experience, streamlined inventory management, and integrated advanced functionalities.

## Optimized User Experience:

A user-first redesign created seamless navigation and an intuitive checkout experience, ensuring customers enjoyed a smooth and valuable journey from start to finish.

## Omnichannel Retail:

A customized inventory synchronization solution linked to multiple store locations in real-time, enabling efficient order fulfillment and reducing delivery times.

## Fulfillment Integrations:

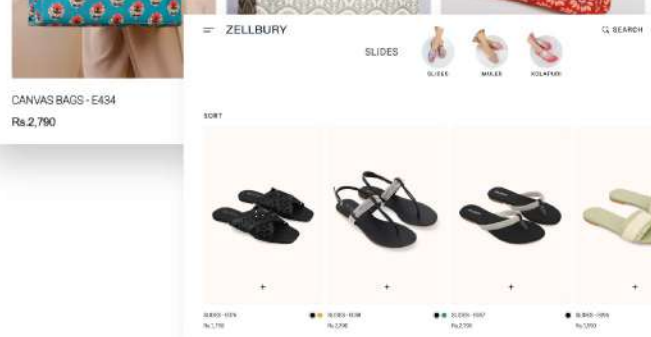
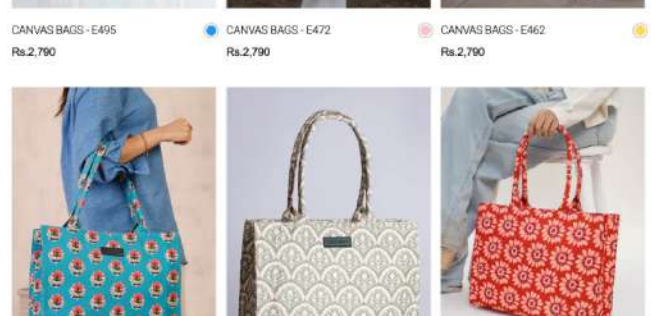
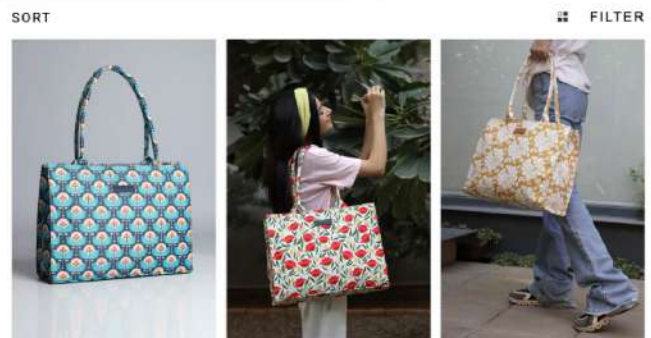
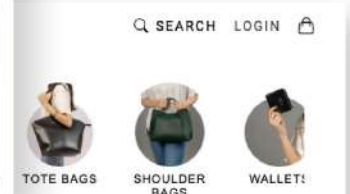
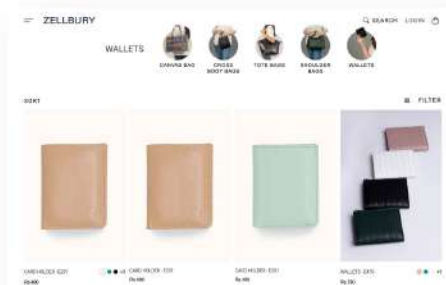
Order tracking and management were simplified through the integration of cutting-edge logistics solutions, ensuring quick and accurate delivery.

## Enhanced Checkout Flow:

Checkout processes were upgraded with advanced field validations and auto zip code entry, minimizing errors and speeding up customer transactions.

## Responsive Website:

The entire platform was made fully responsive across web, mobile, and tablet devices to ensure a consistent and engaging user experience.





# Benefits Achieved

The migration to Shopify Plus, coupled with key functionality enhancements, positioned Zellbury to scale efficiently and deliver an outstanding customer experience.

**Streamlined Checkout Process:** Advanced features like prefilled zip codes and validations ensured faster transactions, while customer validation minimized returns and costs.

**Enhanced Order Tracking:** Real-time updates and the ability to track orders without tracking numbers added convenience and reliability.

**Efficient Logistics:** Integrated logistics solutions improved dispatch accuracy and enabled quicker deliveries.

**Store Locator Integration:** Guided customers to the nearest locations, enhancing online-to-offline connectivity.

**Optimized Omni-Retail Strategy:** Inventory synchronization enabled order fulfillment from the closest location, reducing delivery times.

**Boosted Performance Metrics:** Improved uptime, increased order volumes, and higher conversion rates.

**Cost-Effective Operations:** Migration to Shopify reduced operational expenses significantly.

**Global Readiness:** Built a scalable infrastructure primed for international expansion.

