



# Brand Outfitters

## Case Study



### PROJECT NAME

Brand Outfitters

### TITLE

BigCommerce Bulk Product Upload and API Integration

### CUSTOMER

A Texas, USA based company providing advertising services for promotional items of Business to Business (B2B) and Business to Customer (B2C) merchants.

### TECHNICAL CHALLENGES

- A large number of unique promotional products
- Budgetary constraints required using low cost, yet powerful and dependable technology

### OUR APPROACH

- Detailed study of third party supplier services
- Detailed understanding of the expected output
- Analysis of scalability of various shopping carts (hosted solutions) offered by various vendors

### THE SOLUTION

AVI proposed BigCommerce as the most suitable solution considering both technical as well as cost effectiveness; and subsequently developed an easy to use and scalable BigCommerce API by customizing it. Please refer the flow diagram below.

The solution included following notable features:

- Import more than 180,000 products and their variants into store from <source>
- Define price and weight according to product's variants, such as Colour and Size
- Develop bridge between supplier services to BigCommerce store for updating price and inventory stock.

### TECHNOLOGY STACK

- BigCommerce
- BigCommerce API
- PHP
- MySQL
- San Mar WSDL

### CUSTOMER BENEFITS

- Easy to manage website
- Easy to track orders
- Auto-update of price and inventory

### Perform BigCommerce Bulk Product Upload and API Integration

