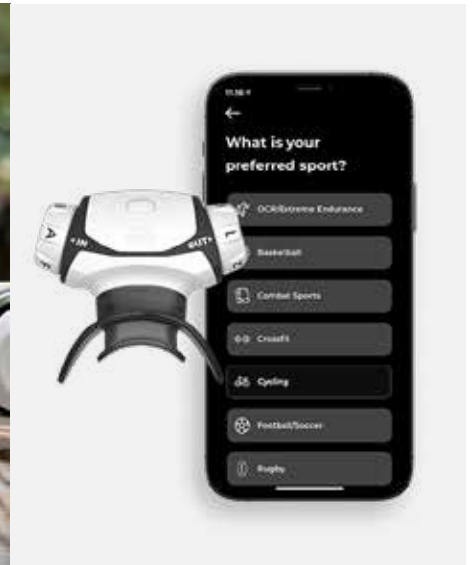
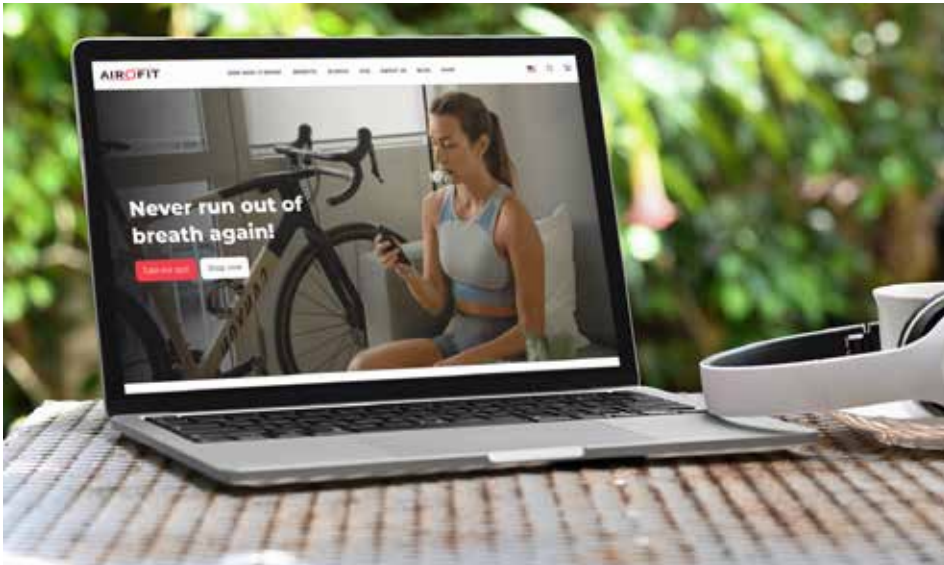


Airofit Slashes Ecommerce TCO and Avoids Replacing ERP with BigCommerce



“What came first, the chicken or the egg?” is a quintessential, existential drama that arises all too often in e-commerce environments, with front-end storefronts and back-end enterprise resource planning (ERP) systems playing dueling roles. For its client Airofit, BigCommerce preferred partner Wallmander & Co. brought harmony to an expansive multi-language, multi-country ecommerce business, replacing multiple Shopify Plus storefronts with a streamlined BigCommerce / Headless multi language and multi currency solution – a move that saved the company from replacing its ERP system and reduced its ecommerce total cost of ownership (TCO).

The struggle with integration

“Integrations and data flows are complex,” says Jesper Wallmander, founder and CEO of his eponymous digital agency. “There was no existing solutions for Shopify to integrate well with Airofit’s ERP system, and because the two systems did not integrate properly, the tax calculated for each sale on Shopify did not match the figure recorded in the ERP system.” As a result, the accuracy of Airofit’s financial books was jeopardized and could only be remediated manually, transaction by transaction, by the accounting team at end of each month. With thousands of customers across Europe and around the world, the discrepancy “was a big pain point,” he said.

The problem was so taxing that Airofit considered replacing its ERP system, an integrated, multi-module workhorse that runs every key aspect of Airofit’s business, from manufacturing and inventory to accounting and financial reporting. But instead, with Wallmander’s integration platform SalesServer Wallmander & Co could make use of their ecommerce and integration expertise and solve this issue while at the same time potentially improve Airofit’s business and cut its ecommerce TCO by making a switch to BigCommerce.

MAIN PAIN POINTS

- Content replication across multiple storefront
- Currency / Local pricing issues across multiple storefronts
- Conversion fees from foreign currency
- Growing storefront fees from new distributor sites
- Tax issue to existing ERP

BigCommerce delivers Open SaaS flexibility

"We are WordPress experts with more than a decade of experience working with this leading CMS," Wallmänder said, providing context for his choice of BigCommerce. "As our clients' business grows, they are looking to level up their commerce platforms, which on-premises platforms not always allow. We have been looking for a cloud-based software as a service [SaaS] ecommerce platform that could easily scale; BigCommerce provides the Open SaaS scalability and flexibility we were looking for."

"Other platforms are much more limited," Pontus Nilsson, co-founder at Wallmänder & Co. agrees. "With BigCommerce Open SaaS it is possible to use different front ends, making it very flexible to build a multi-country ecommerce solution. BigCommerce' headless WordPress solution was perfect for us. We used WordPress to build Airofit's multi-country, multi-currency, multi-language front end; BigCommerce made it easy to then connect the five different WordPress storefronts to its ecommerce engine, which provides centralized product management and order management."

"In the Scandinavian market there is a lot of local adaptation and often multilingual ecommerce so we are accustomed to having to write so much of this functionality from scratch using open source code," Wallmänder adds. "BigCommerce provides easy integration, a centralized, stable product administration and a high-performance, stable shop experience, right out of the box."

"We get so many features and advanced tools with BigCommerce, we're simply not used to having them!" Nilsson laughs.

BigCommerce APIs enable smooth integration

Wallmänder & Co.'s integration expertise was complemented by the rich functionality of BigCommerce' suite of application program interfaces (APIs). "Thanks to the openness of its APIs, we were able to correctly integrate BigCommerce with Airofit's ERP system," Wallmänder says. "We have more control over the information we can feed into the various modules of Airofit's ERP system. With BigCommerce, we could utilize the integration platform SalesServer and the openness of BigCommerce and get the correct information into Airofit's ERP system, exactly as they wanted."

With the integration now working properly, Airofit no longer needs to manually investigate and correct bookkeeping errors, allowing the monthly financial closing process to proceed much more smoothly. "By eliminating this administrative problem, we've removed an unnecessary and time-consuming layer of work from the financial reconciliation process," Wallmänder says.

Significantly lower TCO

As an added benefit, Airofit's TCO for its ecommerce system has dropped. Wallmänder explains, "Some ecommerce platforms quickly become expensive with a license fee for the ecommerce software. Some tacks on a transaction fee, which for a high-revenue company like Airofit can significantly drive up costs." BigCommerce does not charge a transaction fee, allowing Airofit to closely forecast lower costs.

Wallmänder additionally cites BigCommerce as a cost-reduction lever. "Prior to BigCommerce, we had to do so much customization with open-source software. Open source may be free, but development time is not. We've found BigCommerce to be very cost effective thanks to its comprehensive features and open API's compared to other platforms and open source alternatives, this gives us much faster time to market for our clients and lower costs."

COMPANY: With a mission to "bring better breathing to the world," Airofit provides a respiratory muscle training system to improve breathing and athletic performance. It is used by professional and amateur athletes to improve sports performance, sleep and recovery, and mindfulness and control. Airofit is sold in more than 155 countries worldwide.

CHALLENGE: An initial drive to soothe an accounting pain point – so painful that Airofit considered replacing its ERP system – evolved into a need to streamline the company's e-commerce environment and reduce TCO.

SOLUTION: BigCommerce offers a high-performance headless ecommerce engine that would easily integrate with the company's multi-country, multi-language storefront built in headless WordPress.

RESULTS: BigCommerce delivers an Open SaaS cloud ecommerce solution built to scale as Airofit grows, with robust APIs additionally that deliver highly performant connectivity with Airofit's ERP system. Additionally, BigCommerce' attractive licensing model reduced the company's overall TCO



Brent Bellm, CEO at BigCommerce, agrees that Wallmander Co. brings invaluable expertise to bear for its clients. “Merchants that embrace a transition to Open SaaS from Open Source benefit from expert advice. Wallmander’s successful implementation of Airofit using WordPress for multi-storefront selling, both B2C and B2B, eminently demonstrates that they have that expertise,” he says.

Another chicken and egg

Having migrated Airofit’s ecommerce system from Shopify Plus to BigCommerce, Wallmander & Co. is now planning to redesign the company’s customer-facing digital presence. He says, “With the flexibility of WordPress on the front end, and with such a strong, stable and adaptable SaaS ecommerce backend, BigCommerce can again enable us to deliver the best ‘chicken’ and ‘egg’; the combination of a WordPress storefront and BigCommerce is the best of both worlds.

“At our best, we are creative problem solvers,” Wallmander concludes. “The BigCommerce headless solution allowed our firm to creatively solve Airofit’s integration, data integrity and challenges of multi-country stores, laying the foundation for e-commerce creativity to flourish.”

Dan Fertig, VP of Agency Partnerships at BigCommerce, agrees that the two firms are well matched. “Even the best software is only as good as the artists doing the design and development. This is where our Preferred partner Wallmander & Co. comes in — there are few better shops at solving the complex ecommerce needs of a business without sacrificing usability or total cost of ownership. When it comes to complementing Wordpress’ CMS capabilities with the Open SaaS approach of BigCommerce, few in the world do it better than Wallmander & Co.”



About Wallmander & Co.

Wallmander is a Swedish agency that specializes in building highly engaging complex e-commerce solutions for D2C and B2B brands.

Using our cutting-edge proprietary technology solutions, we take a holistic approach to the entire ecommerce ecosystem to enable sustainable growth using a scalable platform and tech stack as your business grows. Thanks to our network of best-in-class technology partners, we leverage our industry expertise to find the best solutions to scale your company.

www.wallmanderco.se