

Multi-brand commerce re-platform for a US industrial-tools group

+15-18% conversion, -25% delivery lead time and +10% margin across a five-brand commerce estate.

5 industrial-tool brand sites

Adobe Commerce 2.4.x

Pimcore PIM

Odoo ERP

+15-18% conversion

-25% delivery lead time

+10% programme gross margin

CONTEXT

Five brands needed one dependable commerce foundation.

A US manufacturer of industrial and woodworking tools running five brand storefronts on ageing platforms with product data scattered across systems.

CHALLENGE

The re-platform had to protect five live revenue streams.

Consolidate onto Adobe Commerce with a single PIM as the source of truth, without disrupting five live revenue streams, and justify the multi-year budget to the client's leadership.

WHAT I DID

Forensic delivery data turned scope control into a business case.

Owned delivery, scope and commercial governance across the programme; built the business case from six months of forensic delivery data; introduced requirements-understanding documents and scope-reconciliation workbooks that surfaced 230+ hours of unapproved work before it hit an invoice; ran the Pimcore-Magento integration to production; expanded the account from QA/maintenance into re-platform, PIM, DAM (Bynder) and an SEO/CRO retainer, four new workstreams in twelve months.

OUTCOME

Conversion, lead time and margin improved together.

+15-18% conversion, -25% delivery lead time, +10% margin, continued funding secured, account grown into the practice's anchor.

WHAT IT TAUGHT ME

The budget conversation is a delivery conversation.

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PROGRAMME TIMELINE

01 Forensic baseline

02 Business case

03 PIM integration

04 Five-site rollout

05 Account expansion

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