Take a look! Other case studies & testimonials available at kfa.co.uk

# YMC

## Shopify eCommerce Integration Project for YMC

**Need Assistance with a Development or Integration Project?**

*Get in touch today*

**0800 167 0844**

**Contact Us**

**kfa**
CONNECT

Read our 5-star reviews on ★★★★★ ★ Trustpilot

G 5/5 on Google Reviews
★★★★★

# Shopify eCommerce Integration Project

**YMC was founded in 1995 by Jimmy Collins and Fraser Moss.**

**Across menswear, womenswear, and unisex designs, creative flair has become a hallmark of the label.**

**Today, it stands as a true leader - recognised for original contemporary clothing with two standalone London stores.**

Taking its name from a quote by the famous industrial designer Raymond Loewy; "You must create your own design style" - You Must Create is both a mission statement and a call to action. Inspired by the influence of traditional workwear and military uniforms, Collins and Moss initially set out to create a brand around understated, functional garments, designed to stand the test of time.

YMC pours its encyclopaedic knowledge of subcultures, music and the arts - counter-culture, DIY attitude - into creating wearable, yet directional, collections.

### The Project

After moving from a WooCommerce website to a new Shopify eCommerce website, You Must Create [YMC]  needed to integrate with Options, their existing order management system.

### The Requirements

To integrate a new Shopify website with Options, YMC's order management system in time for the launch of the brand on Shopify.

Rather than a simple one-to-one integration, multiple business processes were identified.

Some had previously been handled manually, and here the brief required that these be automated.

# Case Study

## Shopify eCommerce Integration Project

Other processes needed to be designed to replace those currently being used in an integration to WooCommerce.

The integration encompassed:

- Orders and associated information (new, updated, and cancelled).
- Payment processing.
- Stock levels supplied by a SAP ECC6 system mediated by Options.
- Fulfilment of orders from Options using the Sorted (Courier Management Platform).
- Returns handling.

### The Challenge

YMC needed a complete solution which would replace an existing website whilst still providing full integration with their Options solution.

The solution needed to be delivered in a short timeframe whilst improving the customer experience. Existing integrations could not be leveraged resulting in a new development requirement.

### The KFA Connect Solution

KFA Connect spent time gaining an understanding of the Options solution and how it was used by YMC. KFA Connect analysed the Sorted Courier Management Platform and produced a mapping system to allow YMC's existing services to work seamlessly with their Shopify store.

**YMC**

## Shopify eCommerce Integration Project

The KFA Connect middleware enables the following integrations between systems:

- Orders from **Shopify (YMC)** > **Options**
- Order updates from **Options** > **Shopify**
- Fulfilment of orders **Options** > **Shopify**
- Tracking and courier information **Shopify** <> **Sorted**
- Returns from **Options** > **Shopify**
- Returns/Refunds (response message) **Shopify** > **Options**

KFA Connect provided project management, software development and a support desk to provide ongoing support.

### The Outcome

KFA Connect developed middleware to connect Shopify and Options, enabling the YMC site to go live to great success.

The team used their experience of managing complex launches, and deep knowledge of Shopify integration to ensure that go-live was smooth and that pitfalls were avoided. This monitoring included order checking, end to end performance testing and other processes to ensure the integrity of the system.

Working to extremely tight deadlines KFA delivered the changes into the French Connection QA environment on time and supported the test team to iron out a few small issues before the code was put live.

Since going live, the integration has proved to be incredibly robust, working seamlessly when YMC recently held an archive sale which saw order volumes increase ten-fold.

Kingfisher Associates (UK) Ltd (t/a KFA Connect),
Suite 9, Endeavour House,
Ringwood, Hampshire,
BH24 1HP

**Call:** 0800 1670844 or 01425 484445
**Email:** info@kfa.co.uk
**Web:** www.kfa.co.uk

## Shopify eCommerce Integration Project

### The Future

The KFA Connect team are now discussing additional integrations with YMC and their Shopify site, to include:

- BI and reporting
- Point of Sale integration

### Customer Comments

*"In April 2024, YMC re-platformed a decade-old website from WooCommerce to Shopify.*

*KFA Connect was tasked with building our stock and order middleware connector with SAP ERP and Options WMS.*

*Nearly two months in, the project has been a resounding success. Shortly after launch, our Archive Sale broke all records, with some of the highest order volumes we have seen.*

*The stock and order integrations Joe and his team built were thoroughly stress-tested and performed flawlessly. Working with KFA Connect has been a pleasure.*

*They are detail-oriented, highly professional, yet approachable and flexible, accommodating our business needs.*

*We highly recommend KFA Connect".*

**Alex Chisholm**
**eCommerce Manager, *YMC***

Read our 5-star reviews on ★★★★★ ★ Trustpilot

5