

## CASE STUDY



# Lorex 'Shopifies' for Peak-Season Success and a Frictionless Future

## Lorex: A Leader in DIY security

Proudly Canadian-founded and privately-owned, Lorex is committed to the design, development, and deployment of smart home security and business monitoring solutions that enhance their customers' lifestyles and sense of well-being. Over the past 32 years, Lorex has been creating security systems designed to protect homes and businesses across North America. As leaders in DIY (Do It Yourself) security, they continue to offer professional-grade solutions that "safeguard what matters most."

Their innovative solutions include all-in-one integrated monitors with built-in recorders, a touchscreen-enabled security system, and cameras with active deterrence lighting. Additionally, Lorex was the first to market 4K resolution security cameras and more recently released the Fusion Collection, which offers recording for both wired and wireless cameras.



### THE HIGHLIGHTS



Reduced operating costs by 8 percent



Achieved record-breaking peak season sales



Simplified business processes



Achieved greater efficiencies



Paved the way for effortless market expansion



## Speed, agility and optimized operating costs mattered most

Having gone through two major acquisitions in recent years, Lorex anticipated intense challenges to the ever-changing market trends and needs that were driving its complex business model. To optimize operating costs and enable the business to respond quickly and with more agility, Lorex decided to select Shopify Plus as their new eCommerce platform.

Ensuring that they could provide customers with a positive shopping experience in time for the holiday peak season was paramount. Through a strong partnership with Pivotree, Lorex was able to successfully complete the migration from an Oracle Commerce (ATG) platform and go live on Shopify before the peak period was in full swing.

## Pivotree expertise ensured this smooth transformation

Lorex is a longstanding Pivotree client. Pivotree had previously guided Lorex in their initiative to implement the eCommerce platform (Oracle ATG Web Commerce 10) many years ago and also assisted with their migration of that platform to the AWS cloud. Lorex once again chose Pivotree due to deep knowledge of the Lorex business, and our experience and expertise in deploying and customizing Shopify Plus.

“ We looked for a team with proven Shopify Plus expertise. One who could understand our business and help us maximize every opportunity available to us. We were excited to move forward with this new platform and to have completed an important step in ensuring success for peak holiday shopping.

Steve Hong  
Vice President, Global Sales and Marketing  
Lorex



# 5

## key ingredients for success

While implementing Shopify Plus it was important to address the following client needs:

### 1

Deliver a solution that was modern and significantly easier for Lorex to manage

### 2

Define key business objectives and keep the team focused on delivering business value every step of the way

### 3

Deliver that value in well-defined and digestible phases

### 4

Train Lorex team members to become experts so as to maximize immediate and long-term success

### 5

Leverage the tool's capabilities and avoid custom development if possible

Following a successful implementation, Pivotree has continued to work with Lorex to support the site and optimize performance.



## Seamless customer experience: A goal worth achieving

Delivering a trusted and seamless experience to customers is a top priority for online retailers. As the expert in eCommerce solutions, Pivotree helped Lorex implement Shopify Plus to simplify business processes, drive more efficiencies, and offer more flexible and tailored experience for customers. Pivotree also led the end-to-end integration with Lorex's ERP system, leading to seamless orders and returns processing.

**Adding new sales channels**, such as eBay, Buy with Prime, Facebook, Instagram and Costco Next, became an effortless process utilizing Shopify Plus. These additional channels offer customers multiple venues to complete transactions and ultimately led to increased exposure for Lorex.

**International expansion** - Mexico, Australia and the United Kingdom were added as additional markets, and the sites were easy to operate and administer as the Shopify Plus Markets Channel empowers flexible international shipping.

**B2B site integration** - Shopify Plus functionality empowers individualized pricing for clients. With Pivotree, Lorex developed a B2B portal where customers can buy in bulk, seek customized pricing, and view unique products more tailored to specific customer needs.

## The platform's nimble design ensures quick market response

The shift to Shopify Plus, away from their legacy Oracle ATG platform, helped Lorex reduce platform hosting fees as well as licensing and maintenance costs by 8%, ensuring the company was in a better position to continue to keep costs down as well as increase revenue.

Ultimately, with Shopify Plus, Lorex has been able to achieve record-breaking peak shopping season sales and benefit from a more nimble enterprise platform, providing the company with access to Shopify's extensive app community.

As part of its portfolio of enterprise-class eCommerce solutions, Pivotree Shopify Plus implementations help brands take advantage of the platform's process and cost efficiencies.

The flexibility and agility of the Shopify Plus platform will continue to provide us with cost-effective capabilities over the long term. Because there is little to no need for customized code and development, adapting to market changes can be much easier with the available out-of-the-box functionality from the app community.

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Denys Posokhov  
Director of eCommerce  
and Web Development  
Lorex



Learn more about  
Pivotree Shopify Plus  
Commerce Solutions.

CONTACT US:  
[www.pivotree.com](http://www.pivotree.com)  
[sales@pivotree.com](mailto:sales@pivotree.com)



Pivotree, a leader in frictionless commerce, strategizes, designs, builds, and manages digital Commerce, Data Management, and Supply Chain solutions for over 200 major retailers and branded manufacturers globally. With a portfolio of digital products as well as managed and professional services, Pivotree provides businesses of all sizes with true end-to-end solutions.

Shopify is the leading global commerce company that provides essential internet infrastructure for commerce, offering trusted tools to start, scale, market, and run a retail business of any size. Shopify makes commerce better for everyone with a platform and services that are engineered for speed, customization, reliability, and security, while delivering a better shopping experience for consumers online, in store and everywhere in between. Shopify powers millions of businesses in more than 175 countries. For more information visit [www.shopify.com](http://www.shopify.com).