

ACME TOOLS

PLATFORM MIGRATION AT WARP SPEED

USING SALESFORCE COMMERCE
TO DRIVE REVENUE



Looking for a platform for growth Acme Tools decided to migrate to Salesforce Commerce Cloud and needed to accomplish the migration in less than six months to beat the holiday sales season

The Overview

The ACME Tools story begins in 1948 with George Kuhlman, who started an electric motor repair shop on Main Street in downtown Grand Forks. He named his company ACME after the highest degree attainable - 'peak of perfection'. The core values then were simple: offer customers high-quality products at competitive prices backed by professional service and support. Now three generations and more than 70 years later, this family-owned business has become a major retailer of tools and equipment.

For years ACME has run its online business on Websphere Commerce to enable customers to shop on the web easily. ACME came to the difficult conclusion that they needed to move off of the now HCL-owned platform and onto something else.

The Challenges

Acme Electric Motors (Acme Tools), a long-time Sirius customer, was looking to inspire the next phase of growth for the company.

As part of this initiative, they needed to upgrade their existing HCL Commerce solution because there was insufficient business tooling for content creation, campaigns, promotions, merchandising, marketing, and search engine optimization.

Once the decision to switch platforms had been made, the big challenge became how to port over all the existing functionality and add new features within the tight timeline before Black Friday, which was less than six months from the start of the project.



“The amount of work we’ve done in six months is unreal. In my career, I have been involved in five replatforms. This is the one with the best outcome.”

- Chief Technology Officer
Acme Tools

The Solution

ACME Tools selected Salesforce Commerce Cloud as the platform for their eCommerce modernization & growth initiative. Their goals included improved site performance, a mobile experience, and enabling the business & marketing teams to be directly involved in site management and maintenance. The original project scope was to migrate the existing HCL WS site ‘as-is’ to SFCC/SFRC and launch by October while experiencing no downtime or critical issues during the Holiday peak.

As the project progressed, new requirements were uncovered, and the ACME/Sirius joint team decided to add additional scope to ensure all critical business and technical goals could be met. Notably, the October go-live date and downtime concerns were non-negotiable. New scope items included: SEO enhancements, integration with Acoustic Analytics, express shipping options, Salsify JSON-to-XML data translation, custom pagination controls, enhanced B2B search & sort, custom checkout & registration workflows, enhanced product details & pricing displays, enhancements to SF Page Designer.

After six intense months of work, the joint Sirius/ACME team launched the site successfully on October 27. Site performance through the holiday and beyond has been excellent.

The Results

1. Delivered in time for the holiday season, despite an aggressive schedule being the biggest risk to the implementation.
2. In addition to migrating customer and product data, we also provided over 20 enhancements to the ecommerce site driving a better customer experience.
3. No critical post-deployment issues were found despite the tight timelines and launching immediately into the peak holiday season.

Who we are

Sirius is a national integrator of technology-based business solutions that span the enterprise, including the data center and lines of business. FiveOut, a Sirius agency, is an award winning full service digital agency. As experts in business transformation, we integrate technology, data, creative, and marketing know-how to build exceptional customers experience.



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