

UNIFYING GLOBAL COMMERCE WITH ADOBE COMMERCE, HYVÄ, NETSUITE & A SCALABLE MULTI-WEBSITE ARCHITECTURE

The TruBlue Technologies Global Commerce Transformation

Scaling a **fragmented international eCommerce environment** into a **unified, high-performance Adobe Commerce ecosystem**, we helped TruBlue Technologies consolidate legacy domains and portals, modernize the storefront with Hyvä, migrate 300+ content assets to Native Page Builder, cleanse customer data, preserve SEO equity, structure US, UK, and EU websites, and synchronize commerce operations with NetSuite through iPaaS.com.

Adobe Commerce

Global eCommerce

Hyvä Frontend

B2B Pricing

Magento Page Builder

Core Web Vitals

Domain Consolidation

Customer Data Migration

NetSuite Integration

SEO Migration



Key Highlights



3

Regional Websites -
US, UK & EU



2

Distinct Catalogs -
Adventure &
Professional



300+

CMS Assets Migrated
From Magezon



98.67 / 87.33

PageSpeed Scores
Achieved - Desktop /
Mobile

The Strategic “Pain Point” Map



The Challenge

- ✓ Multiple **legacy domains** diluted **brand authority** and **SEO equity**.
- ✓ **Distributor** and **Service Center** customers used separate URLs and logins.
- ✓ **Duplicate customer emails** conflicted across portals.
- ✓ **Adventure** and **Professional** products served different audiences.
- ✓ Global regions required different **currencies** and **operating rules**.
- ✓ **Magezon** created code bloat and disorganized content management.
- ✓ Heavy images and synchronous scripts harmed **Core Web Vitals**.
- ✓ **Magento, NetSuite, and service systems** required reliable synchronization.
- ✓ Search required **catalog-aware permissions** and faster discovery.
- ✓ Legacy URI s and catalog restructuring created **SEO risks**.
- ✓ **Tiered B2B pricing** and **Service Center access** were difficult to govern.
- ✓ Infrastructure needed stronger **resilience and caching**.



The Objective

- ✓ Consolidate all brands into **TruBlueTech.com** while protecting **organic visibility**.
- ✓ Create a **unified access experience** while retaining **historical data**.
- ✓ Cleanse and merge customer records using a consistent **identity strategy**.
- ✓ Segment **catalogs, stores, pricing, and access** without fragmenting the platform.
- ✓ Build website-level **US, UK, and EU structures** with localized governance.
- ✓ Migrate hundreds of pages to **Magento Native Page Builder**.
- ✓ Optimize assets, defer scripts, and modernize the frontend with **Hyvä**.
- ✓ Centralize data movement through a **bi-directional iPaaS middleware layer**.
- ✓ Implement **full-text search** with **customer-group-aware catalog behavior**.
- ✓ Use **redirect mapping, category paths, canonical tags, and controlled sessions**.
- ✓ Use structured **customer groups** for pricing, access, and workflow control.
- ✓ Implement **Cloudflare, load balancing, Varnish, Redis, and multi-node architecture**.

The Solution: Building a Unified Global Commerce and Integration Ecosystem

Pillar 1

Global Brand, Domain, and Multi-Website Consolidation

Unified fragmented brands, portals, and regional storefronts within one scalable Adobe Commerce ecosystem.

- ✓ Consolidated legacy brands into **TruBlueTech.com**
- ✓ Unified Distributor and Service Center portals
- ✓ Established **US, UK, and EU websites**
- ✓ Supported regional currencies and operating rules
- ✓ Prepared French, German, and Spanish store views

Unified brand

Regional control

Scalable expansion

Pillar 2

Adventure, Professional, and B2B Commerce Architecture

Created distinct buying experiences, pricing, and access rules for recreational, professional, wholesale, and service customers.

- ✓ Separated Adventure and Professional catalogs
- ✓ Applied regional catalog and access rules
- ✓ Structured B2B pricing by customer group
- ✓ Created Service Center group variants
- ✓ Supported bundles and serial-number services

Segmented catalogs

Tiered pricing

B2B control

Pillar 3

Customer Identity and Historical Data Consolidation

Cleaned, merged, and migrated customer and transactional data while preserving access to essential business history.

- ✓ Merged duplicate customer accounts
- ✓ Created a consistent customer identity model
- ✓ Preserved historical orders and invoices
- ✓ Migrated customer, sales, and product data
- ✓ Reduced duplicate and corrupted records

Cleaner data

Unified access

Preserved history

Pillar 4

Native Content and Hyvä Frontend Modernization

Replaced legacy frontend and content dependencies with a faster, cleaner, and more maintainable experience.

- ✓ Rebuilt the storefront using **Hyvä**
- ✓ Migrated **300+ assets** from Magezon
- ✓ Adopted Magento Native Page Builder
- ✓ Reduced unnecessary CSS and JavaScript
- ✓ Simplified content publishing and maintenance

Faster frontend

Native content

Cleaner code

Pillar 5**Core Web Vitals, Infrastructure, and Caching**

Strengthened storefront speed, availability, security, and scalability from the browser to the application layer.

- ✔ Converted heavy images to WebP
- ✔ Deferred non-critical third-party scripts
- ✔ Implemented Cloudflare WAF and CDN
- ✔ Added load balancing across application servers
- ✔ Applied Varnish and Redis caching

Higher
PageSpeed

Stronger
security

Greater
resilience

Pillar 6**Search, Catalog Discovery, and SEO Migration**

Improved product discovery while protecting organic visibility during domain and catalog restructuring.

- ✔ Implemented ElasticSuite and OpenSearch
- ✔ Enabled autocomplete and virtual categories
- ✔ Applied customer-group-aware search permissions
- ✔ Redirected legacy domains and URLs
- ✔ Added category paths and canonical controls

Faster
discovery

Protected
SEO

Relevant
results

Pillar 7**Adobe Commerce, iPaaS, and NetSuite Integration**

Established a governed, bi-directional integration ecosystem connecting commerce and ERP operations.

- ✔ Connected Adobe Commerce and NetSuite through iPaaS
- ✔ Synchronized customers, products, and pricing
- ✔ Aligned inventory, orders, and shipments
- ✔ Established NetSuite as an operational source of truth
- ✔ Reduced manual reconciliation and integration risk

Connected
systems

Accurate
data

Automated
workflows

Pillar 8**Payments, Tax, and Global Fulfillment**

Connected essential transaction, compliance, shipping, and fulfillment services globally.

- ✔ Integrated BlueSnap and Authorize.Net
- ✔ Enabled secure payment tokenization
- ✔ Connected Avalara AvaTax
- ✔ Integrated FedEx, ShipStation, and ShipCentral
- ✔ Supported regional transaction and fulfillment workflows

Secure
payments

Automated
tax

Connected
fulfillment

Key Capabilities Delivered for TruBlue Technologies



Global Commerce and Brand Governance

- **Unified Global Domain** – Consolidated legacy brands and portals into TruBlueTech.com
- **Regional Website Structure** – Established dedicated websites for the US, UK, and EU
- **Segmented Store Experiences** – Separated Adventure and Professional catalog journeys
- **Localization Readiness** – Prepared French, German, and Spanish store-view structures



Frontend Modernization and Content Operations

- **Hyvä Frontend** – Reduced legacy theme complexity and JavaScript execution overhead
- **Native Page Builder** – Rebuilt 300+ CMS pages, category layouts, and content blocks
- **WebP Asset Optimization** – Reduced image payloads and accelerated visual rendering
- **Third-Party Script Deferral** – Limited render-blocking scripts until user interaction



Customer, B2B, and Service Center Operations

- **Unified Customer Accounts** – Merged duplicate identities from multiple legacy portals
- **Customer Group Pricing** – Structured Tax Exempt through Platinum pricing tiers
- **Service Center Groups** – Enabled specialized product access and service workflows
- **Historical Account Access** – Preserved customer access to past orders and invoices



ERP and Integration Architecture

- **iPaaS Middleware** – Centralized bi-directional data exchange between core systems
- **NetSuite ERP Integration** – Synchronized pricing, inventory, orders, and fulfillment
- **Customer Identity Logic** – Reduced duplicate records and cross-system conflicts
- **Serial Number Processing** – Created ERP-trackable line items for service products



Search, SEO, and Discovery

- **ElasticSuite and OpenSearch** – Enabled full-text search and predictive autocomplete
- **Catalog-Aware Discovery** – Applied virtual categories and access-based permissions
- **SEO Migration Controls** – Protected search equity with redirects and canonical tags
- **Category-Based Product URLs** – Strengthened navigation paths and search context



Infrastructure, Security, and Performance

- **Cloudflare WAF and CDN** – Strengthened edge security and storefront delivery speed
- **Load-Balanced Applications** – Improved platform availability and traffic resilience
- **Varnish Full-Page Cache** – Accelerated delivery of cached storefront experiences
- **Redis Backend Caching** – Improved session handling and application performance



Payments, Tax, and Fulfillment

- **Payment Integrations** – Enabled secure transactions through BlueSnap and Authorize.Net
- **Automated Tax Workflows** – Connected Avalara AvaTax for calculation and compliance
- **Fulfillment Integrations** – Connected FedEx, ShipCentral, and ShipStation workflows
- **Regional Currency Support** – Enabled commerce experiences in USD, GBP, and EUR



Data Migration and Platform Continuity

- **Historical Data Migration** – Transferred customers, products, orders, and invoices
- **Legacy Data Cleansing** – Resolved duplicate, incomplete, and inconsistent records
- **Business History Preservation** – Retained access to essential transactional records
- **Reporting-Ready Data** – Structured migrated information for reporting and integration

Performance Drivers Behind the Modernization

Frontend Performance

72%

Higher Desktop PageSpeed

236%

Higher Mobile PageSpeed

45%

Lower Rendering Overhead

Global Commerce & Data

60%

Less Storefront Fragmentation

40%

More Efficient Catalog Management

35%

Less Customer Access Friction

Operations & Integration

50%

Less Manual Data Reconciliation

40%

Greater ERP Data Accuracy

45%

More Efficient Platform Management

Turn Fragmented Global Commerce Into One Connected Digital Ecosystem

TruBlue Technologies needed more than a website refresh. The business required a unified Adobe Commerce foundation capable of supporting regional websites, differentiated catalogs, B2B customer tiers, historical data, fast content delivery, ERP-connected operations, and future international growth.

By consolidating domains and portals, modernizing the frontend with Hyvä, migrating content to Native Page Builder, cleaning customer data, strengthening SEO controls, and connecting Adobe Commerce with NetSuite through iPaaS.com, the platform became easier for customers to use, easier for marketing teams to manage, and more reliable for operational teams to scale.

[MODERNIZE YOUR COMMERCE PLATFORM ↗](#)