

MODERNIZING WHOLESALE GAMING COMMERCE WITH MAGENTO B2B, QUICK ORDER & PRE-ORDER WORKFLOWS

The Video Game Advantage B2B Commerce Transformation

Scaling a wholesale gaming eCommerce business into a faster, more organized, and buyer-friendly **Magento B2B platform**, we helped Video Game Advantage modernize its digital commerce experience with **bulk ordering, company accounts, credit-based purchasing, pre-order workflows, ERP integration, and faster product discovery**. The store needed to support high-volume wholesale buying, SKU-based ordering, inventory visibility, and backend business workflows without disrupting daily operations.

Magento 2 Development

B2B eCommerce

Wholesale Ordering

Quick Order

Pre-Order Workflow

ERP Integration

Hyvä Theme

Performance Optimization



Key Highlights



Magento 2.4.7-p9
B2B Platform
Launched



15GB+
Legacy Data Cleaned
Before Migration



3
Bulk Ordering Paths
Enabled for Wholesale
Buyers



\$1
Pre-Order Payment
Verification Added

The Strategic “Pain Point” Map



The Challenge

- ✓ **Legacy Magento setup** created long-term maintenance and performance risks
- ✓ **Wholesale buyers** needed a faster way to place large SKU-based orders
- ✓ **Business customers** needed company accounts, roles, and purchasing permissions
- ✓ **Manual credit limit and payment term handling** slowed internal teams
- ✓ **Pre-order and regular products** created checkout and fulfillment confusion
- ✓ **Search did not always support partial SKU lookups**
- ✓ **ERP and inventory workflows** needed better order and stock visibility
- ✓ **Large amounts of old system data** affected platform efficiency
- ✓ **Frontend issues** impacted product browsing and account usability
- ✓ The business needed a **scalable Magento B2B eCommerce foundation**



The Objective

- ✓ **Move from legacy Magento** to a modern Magento 2 platform
- ✓ Help wholesale buyers **place large orders faster**
- ✓ Support **company accounts** with buyer roles and permissions
- ✓ Make **credit limits and payment terms** easier to manage
- ✓ Keep **pre-orders separate** from regular in-stock orders
- ✓ Improve product discovery through **SKU-based buying paths**
- ✓ Connect Magento more reliably with **ERP and business systems**
- ✓ Clean up **old data** before launch
- ✓ Improve **website performance and buyer usability**
- ✓ Build a **future-ready wholesale eCommerce platform**

The Solution: Modernizing B2B eCommerce for Faster Wholesale Growth

Pillar 1

Magento Platform Modernization

Built a stronger Magento foundation for long-term wholesale growth.

- ✓ Upgraded the store from a legacy Magento environment
- ✓ Improved platform stability and maintainability
- ✓ Reduced old system limitations affecting business workflows
- ✓ Prepared the website for modern B2B eCommerce operations

Stronger platform foundation

Lower upgrade risk

Better long-term scalability

Improved store stability

Pillar 2

B2B Company Account Management

Made wholesale account management easier for both buyers and internal teams.

- ✓ Enabled company accounts for business buyers
- ✓ Supported multiple users under one business account
- ✓ Added buyer roles, permissions, and approval workflows
- ✓ Reduced manual account handling for internal teams

Better buyer control

Fewer manual requests

Cleaner account management

Scalable B2B operations

Pillar 3

Quick Order & Bulk SKU Buying

Helped wholesale buyers place large orders faster.

- ✓ Enabled SKU-based quick ordering
- ✓ Supported individual SKU entry, multiple SKU entry, and CSV import
- ✓ Made repeat purchasing easier for high-volume buyers
- ✓ Reduced the need to browse product pages one by one

Faster order creation

Better wholesale buying

Reduced ordering friction

Higher buyer efficiency

Pillar 4

Credit Limit & Payment Terms

Improved how B2B payment terms and credit-based purchasing are handled.

- ✓ Added customer-specific credit limits
- ✓ Supported payment terms for approved buyers
- ✓ Gave buyers better visibility into available credit
- ✓ Reduced manual finance-related communication

Clearer payment terms

Better buyer transparency

Reduced admin work

Stronger financial control

Pillar 5**Pre-Order Workflow Optimization**

Created a cleaner pre-order process for gaming products with future release dates.

- ✔ Kept pre-order products separate from regular products
- ✔ Prevented mixed carts that could delay fulfillment
- ✔ Used a small authorization check instead of charging full payment upfront
- ✔ Captured full payment only when the order was ready for invoicing

Streamlined fulfillment flow

Fewer order conflicts

Better customer trust

Predictable pre-order handling

Pillar 6**ERP, Inventory & Order Sync**

Improved how Magento communicates with backend business systems.

- ✔ Connected order and inventory workflows with ERP operations
- ✔ Reduced manual order handling between systems
- ✔ Improved stock and order visibility
- ✔ Supported more reliable fulfillment processes

Better inventory accuracy

Fewer manual updates

Cleaner order processing

Stronger operational visibility

Pillar 7**Product Discovery & Search Support**

Made it easier for buyers to find products quickly.

- ✔ Improved SKU-based buying paths
- ✔ Supported better product discovery through category and brand navigation
- ✔ Reduced search friction for buyers who know what they need
- ✔ Helped buyers move from product lookup to checkout faster

Faster product discovery

Better buyer confidence

Reduced support dependency

Smoother purchase journey

Pillar 8**Performance & Store Readiness**

Cleaned up legacy issues and improved the store's launch readiness.

- ✔ Removed unnecessary old system data
- ✔ Improved frontend usability and page experience
- ✔ Resolved key UI issues across customer account and product areas
- ✔ Strengthened the store for ongoing maintenance and future growth

Cleaner system architecture

Faster user experience

Easier platform maintenance

More reliable B2B platform

Key Capabilities Delivered for Video Game Advantage



B2B Wholesale Account Management

- **Company Accounts** – Enabled structured business accounts with multiple users
- **Buyer Roles & Permissions** – Allowed businesses to control purchasing access
- **Approval Workflows** – Helped companies manage internal buying rules



Faster Wholesale Ordering

- **Quick Order by SKU** – Helped buyers add products quickly using SKU details
- **Bulk SKU Entry** – Supported large order creation without manual browsing
- **CSV Import** – Allowed buyers to upload product lists for faster checkout



Credit & Payment Flexibility

- **Credit Limit Support** – Added spending limits for approved customers
- **Payment Terms** – Supported B2B-friendly terms for wholesale buyers
- **Account Visibility** – Helped buyers view credit details more clearly



Pre-Order Management

- **Separate Pre-Order Cart Logic** – Prevented regular and pre-order items from mixing
- **Payment Verification Flow** – Used a small authorization before full payment capture
- **Cleaner Fulfillment Timing** – Helped align payment with product availability



ERP & Inventory Operations

- **Order Sync Support** – Improved order flow between Magento and business systems
- **Inventory Visibility** – Helped keep stock and order data more consistent
- **Reduced Manual Handling** – Lowered dependency on manual backend updates



Product Discovery & Buyer Experience

- **Category Navigation** – Made browsing easier for wholesale buyers
- **Brand-Based Discovery** – Helped buyers find relevant products faster
- **SKU-Focused Buying Paths** – Supported faster lookup for repeat buyers



Platform Stability & Security

- **Magento 2.4.7-p9 Upgrade** – Modernized the core commerce platform
- **Legacy Data Cleanup** – Removed unnecessary old data from the system
- **Safer Maintenance Foundation** – Improved readiness for future updates



Performance & Operational Efficiency

- **Frontend Optimization** – Improved page usability and browsing experience
- **Cleaner Code Foundation** – Reduced long-term maintenance complexity
- **Improved Launch Readiness** – Supported a more stable go-live process

Performance Drivers Behind the Growth

Commerce Growth Impact

104%

Growth in Total Sessions

164%

Lift in Purchase Events

235%

Increase in Overall Revenue

B2B Ordering Efficiency

45%

Faster Bulk Order Creation

38%

Improvement in Repeat Ordering Efficiency

32%

Reduction in Buyer Ordering Friction

Operational Efficiency

40%

Reduction in Manual Account Management

35%

Improvement in ERP & Inventory Workflow Accuracy

30%

Improvement in Platform Maintenance Readiness

Turn Wholesale Gaming Orders Into a Faster Digital Buying Experience

Video Game Advantage needed more than a website refresh. The business needed a stronger Magento B2B eCommerce platform that could support wholesale buyers, bulk SKU ordering, company account structures, pre-order logic, credit-based purchasing, and ERP-connected operations.

By modernizing the Magento platform, simplifying B2B ordering, improving account control, and reducing operational friction, the store became easier for buyers to use and easier for internal teams to manage.

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