

Interwood's Digital Craftsmanship: Elevating Furniture Commerce with Shopify

How Devsinc Helped Achieve 55% More Orders & 2X Faster Operations

Client: Interwood

Industry: Home & Living

Website: www.interwood.pk

Location: Pakistan 🇵🇰

55%↑

More Orders

15%↓

Fewer Abandoned Carts

2x↓

Lower Dev Costs

Services Delivered:



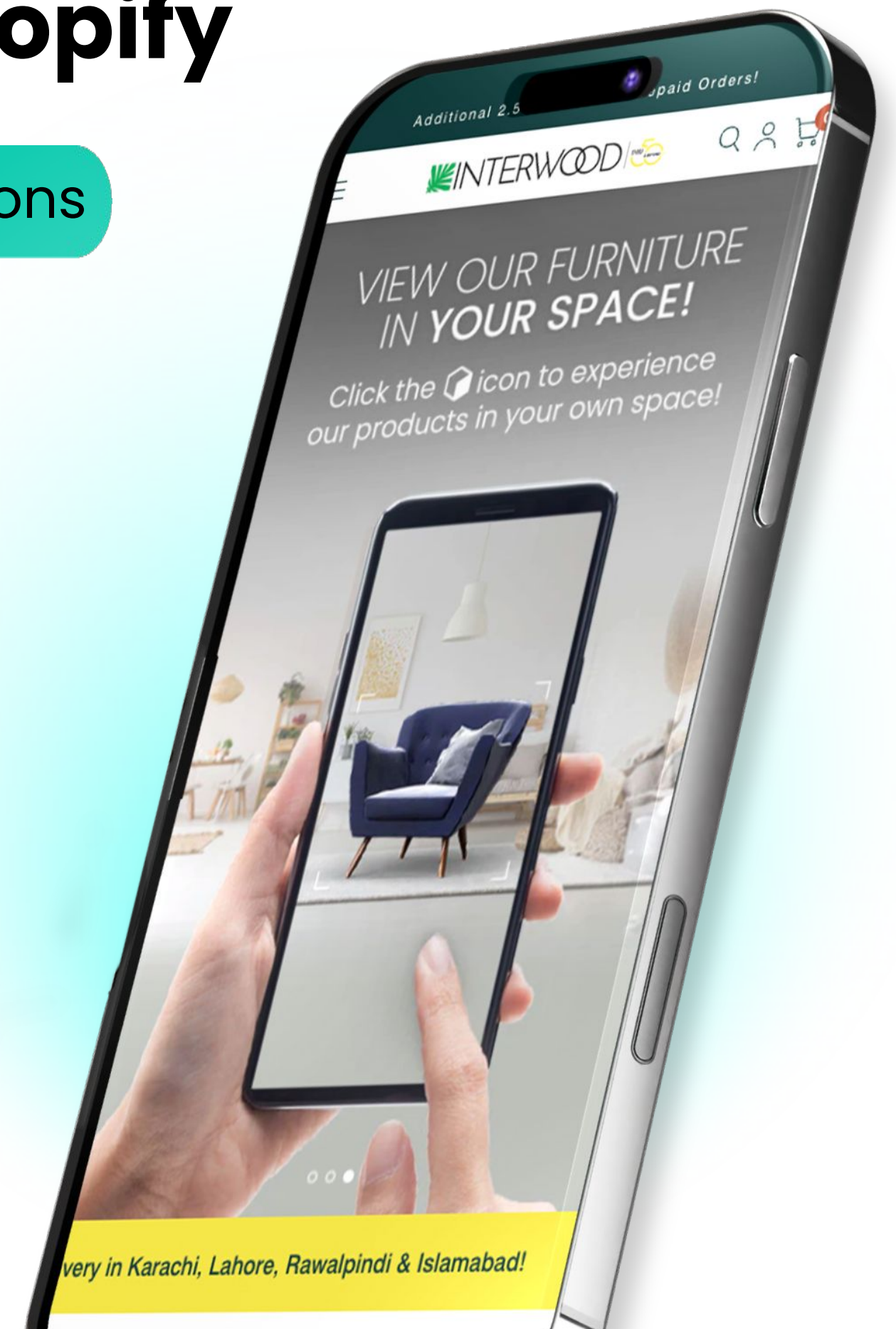
Platform Migration



UI/UX Design



E-commerce Development



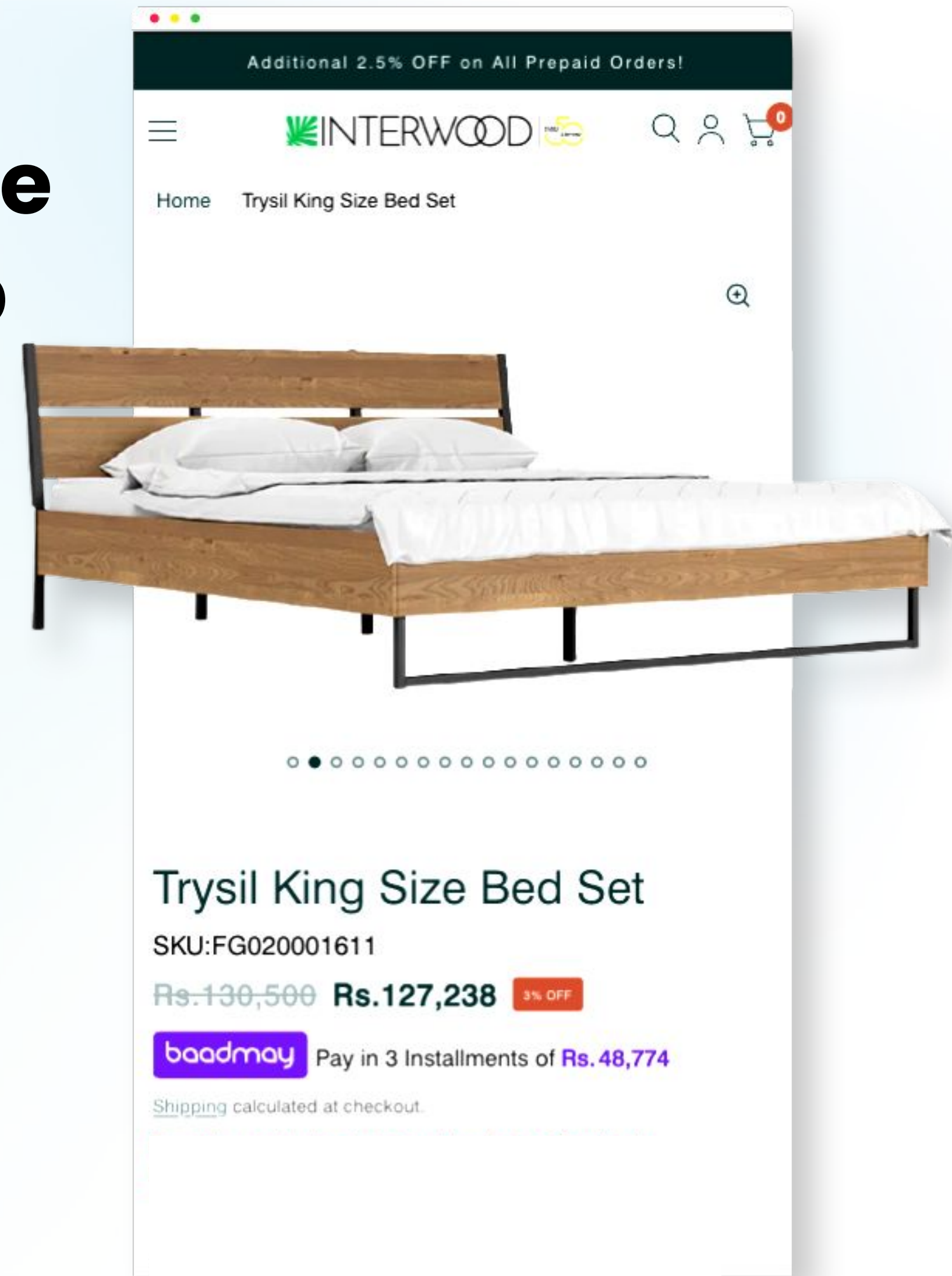
very in Karachi, Lahore, Rawalpindi & Islamabad!

Overview:

Redefining Furniture Commerce Through Digital Craftsmanship

Since its inception in 1974, Interwood has been synonymous with artisanal furniture excellence in Pakistan – transforming homes, offices, and commercial spaces into narratives of sophistication. More than a manufacturer, it's a design partner for visionaries, blending handcrafted durability with avant-garde aesthetics across residential, corporate, and hospitality projects worldwide.

Yet, as global demand surged, Interwood's Magento platform became an anchor – clunky backend workflows stifled creativity, while fragmented logistics eroded margins. The partnership with Devsinc (formerly Alchemative) marked a turning point: a **Shopify Plus migration** that didn't just streamline operations, but reimaged furniture commerce.



Challenge:

Why Interwood Wasn't Achieving Results From Its E-commerce Stores



Interwood faced critical operational bottlenecks with its **legacy e-commerce infrastructure**, originally developed on Adobe Commerce (Magento 2.0). The platform's architecture posed substantial challenges for in-house teams, particularly in managing backend operations and implementing new features. The rigidity of the system necessitated ongoing reliance on third-party developers, as even minor enhancements demanded external intervention. Feature expansions typically required building bespoke applications, significantly inflating project timelines and development costs.



Operational Complexity

The intricate backend framework hindered efficient management and scalability by the internal team.



Dependency on Third-Party Vendors

Routine feature rollouts and updates were reliant on external development expertise, limiting agility.



Escalating Development Costs

Continuous system modifications imposed heavy financial burdens, straining IT budgets.



Fragmented Feature Integration

Standalone development for each functional extension led to higher resource usage and delayed delivery.

Solution:

How Devsinc Unlocked Solutions to the Challenges

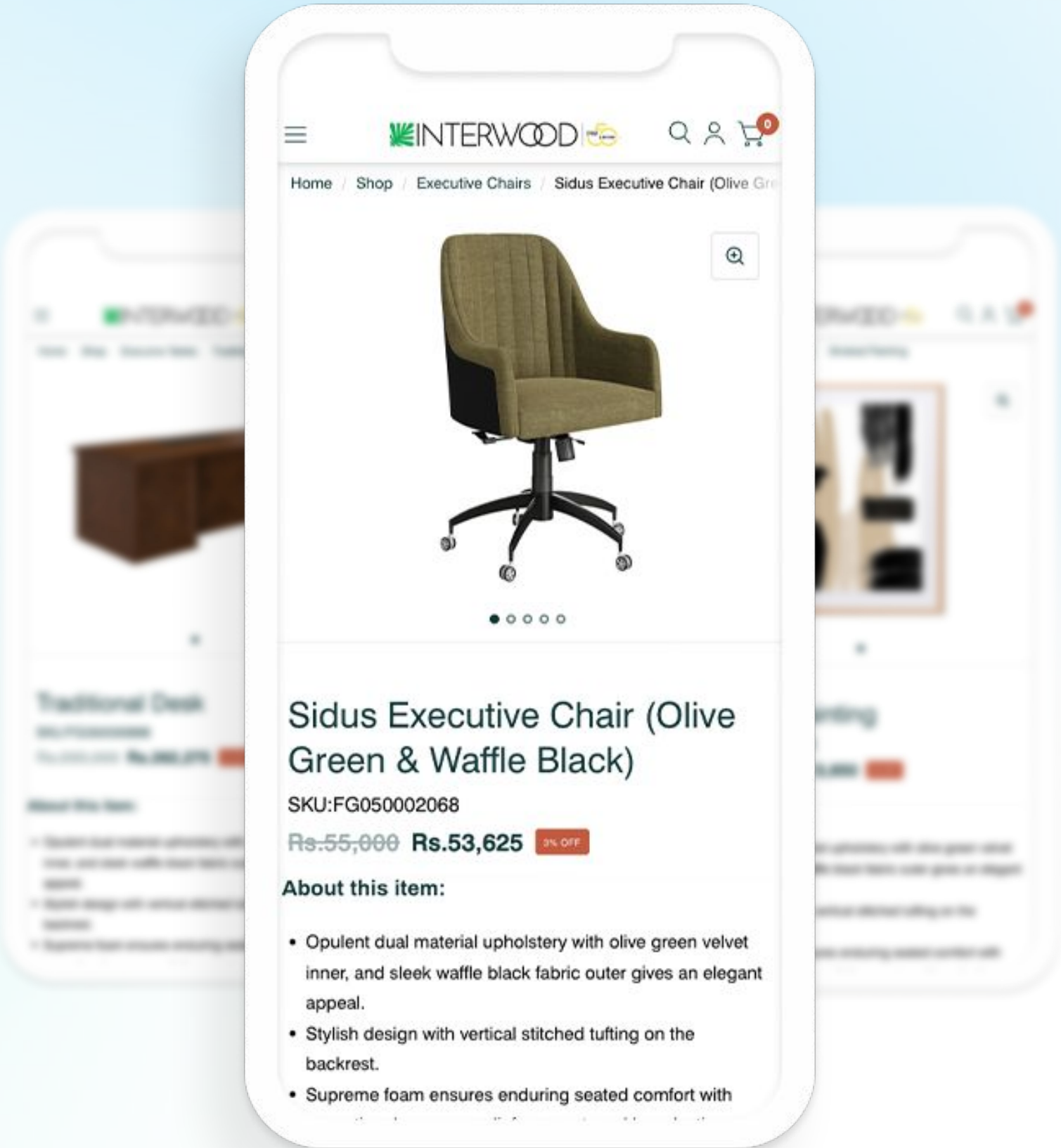
Following an in-depth assessment of Interwood’s operational and technological challenges, a strategic migration plan was formulated and executed. The solution involved transitioning to the Shopify platform, integrating targeted functionalities to eliminate key inefficiencies and **elevate the digital commerce experience.**



Enhanced Customer Experience Design: A user-centric UI/UX framework was implemented, optimizing the end-to-end customer journey with intuitive site navigation and a frictionless checkout process.



Dynamic Bundle Pricing Mechanism: A tailored pricing logic was integrated into the product detail pages, enabling real-time price adjustments based on bundle selections – a capability previously unsupported on the legacy system.





Granular Shipping Cost Visualization: A transparent shipping rate structure was developed, offering customers clear visibility into logistics charges at the point of purchase.



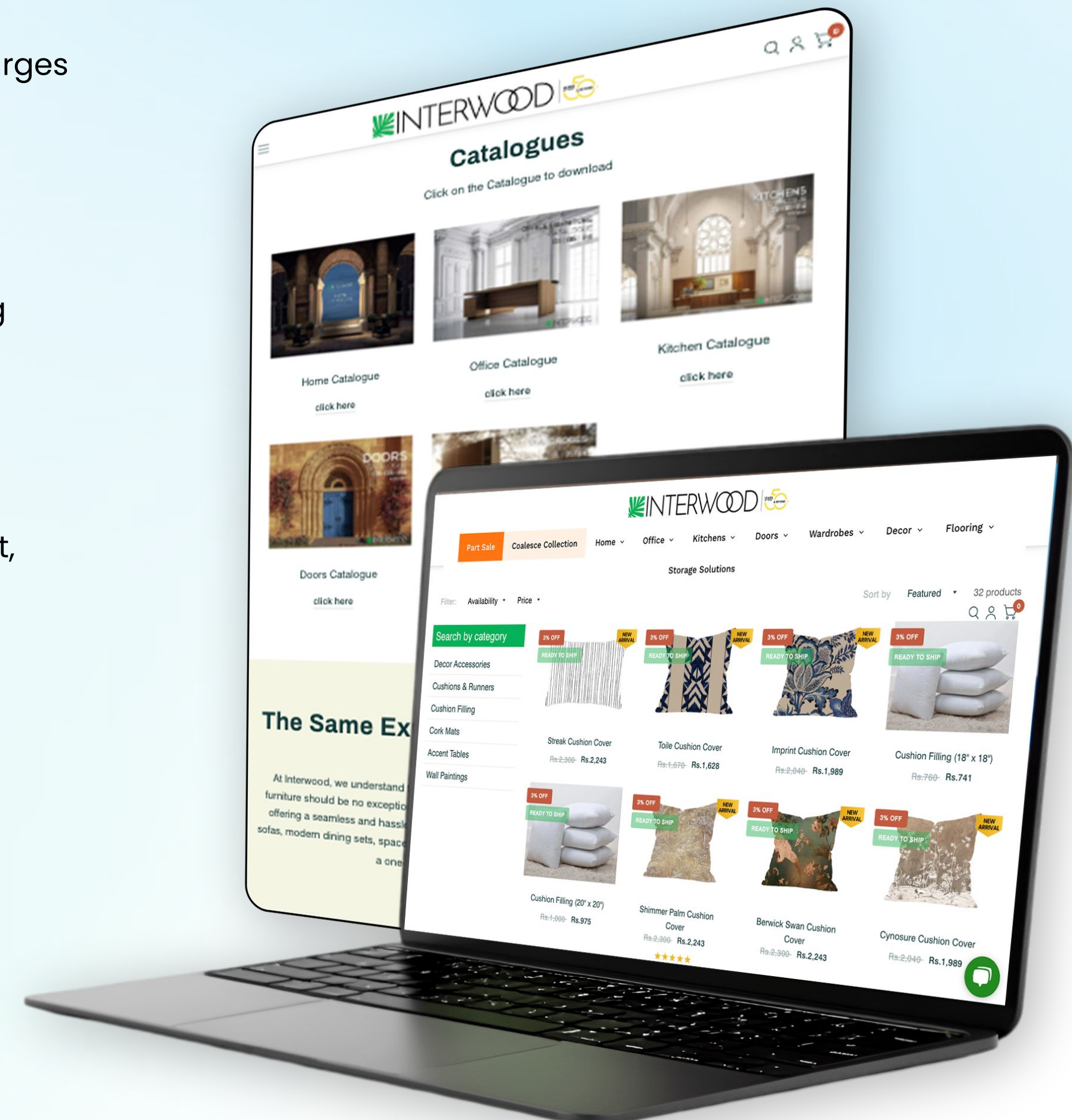
Geo-Based Rate Customization: The Parcelify application was configured to dynamically display location-specific shipping rates, enabling adaptive pricing based on customer geography.



SEO Integrity Maintenance: All historical backlinks and SEO configurations were seamlessly transitioned to the new Shopify environment, preserving organic search performance and domain authority.



Capability Building Through Training: Comprehensive knowledge transfer and platform training sessions were conducted for Interwood's internal team, fostering self-sufficiency and reducing reliance on external technical resources.



Results:

How This Bolstered Efficiency, Conversions and Slashed Costs

Interwood's Shopify migration didn't just streamline operations – it **rewrote the rules of furniture e-commerce**, blending artisanal heritage with quantifiable digital growth.

95% Uptime

Lightning-Fast Performance:
Achieved a **90% uptime boost**
and **2.6-second response times**
(Lighthouse score: 85), ensuring
seamless browsing for
high-intent buyers.

10% Higher

**conversion rates and 55%
more orders** proved the
appeal of frictionless catalog
navigation and one-click
checkout.

15% Fewer

**cart abandonments and 25%
increased sessions** reflected
optimized pricing logic and
geo-aware shipping displays.

Data Driven Growth

centralized dashboards turned
real-time analytics into
actionable insights, from
inventory trends to VIP client
preferences.

Future Ready Foundation

Pre-integrated apps cut dev
costs by 2X, while the Shopify
backend empowered staff to
manage 100+ SKUs
autonomously.

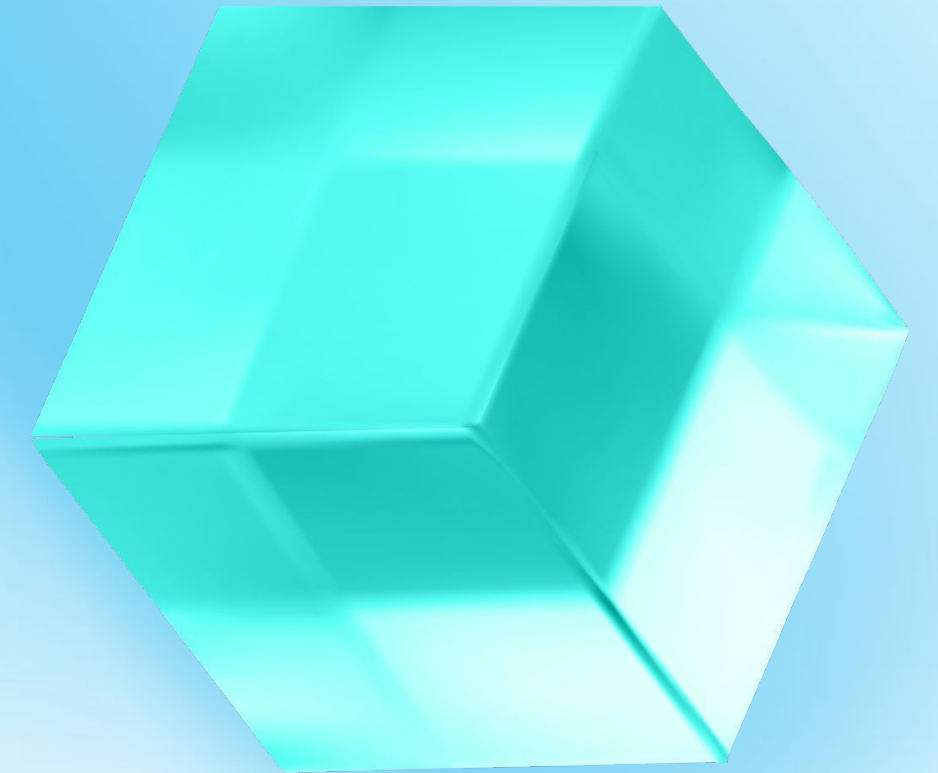


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About Devsinc

Devsinc is a premier full-stack technology partner delivering enterprise-grade software solutions through **15+ years** of expertise in AI, cloud, and data modernization. With **3000+** projects for **250+** global clients, our **1200+** engineers empower Fortune 500s and high-growth startups alike, driving digital transformation through innovation, scalability, and domain expertise.

Our global footprint spans strategic offices in the UAE, UK, US, and KSA, complemented by delivery centers across three continents. We combine institutional-grade security with cutting-edge agility to build adaptive digital ecosystems. Specializing in turnkey transformation, we future-proof operations and unlock exponential value through technology-led innovation.



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Devsinc

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