

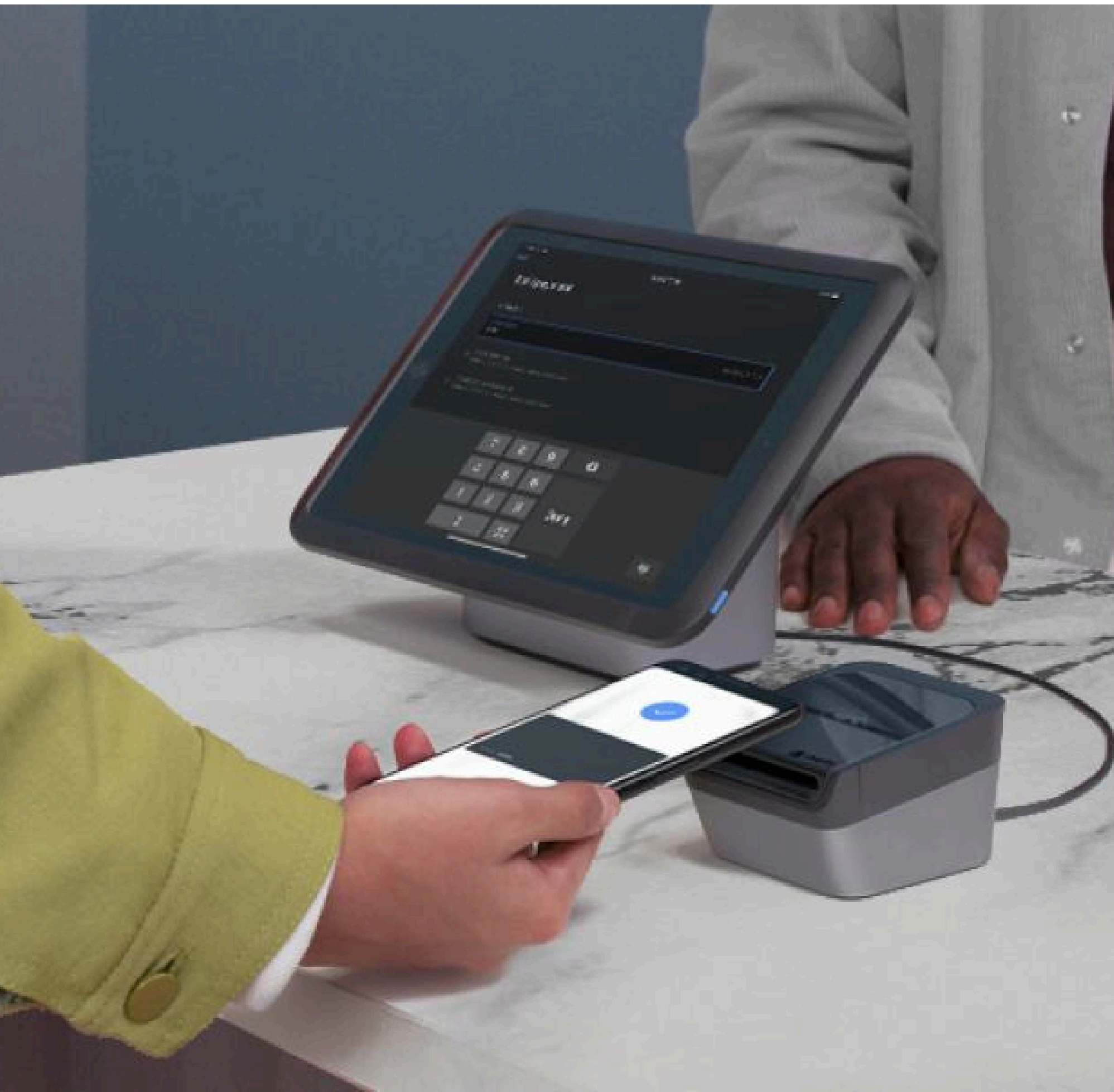
# The Smarter Move: Why Growing Brands Are Migrating to Shopify Plus

How native features, faster launches, and lower  
TCO make Shopify Plus the platform of choice.



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## Replatforming Feels Risky, but Staying Put Is Riskier

Running and growing your own business is very rewarding, especially when you've nurtured it from the germ of an idea to a full fledged company. With every growing business, you'll find yourself needing to make crucial decisions to help you expand. Change is not always easy and inevitably, you'll find yourself at a crossroad, especially if you're running an ecommerce business. Technology never sleeps and if you want to stay competitive, you will need to upgrade at some point to gain a competitive advantage. This process is known as data migration or replatforming and it comes with lots of choices.

Replatforming your ecommerce business is a major decision that goes far beyond just switching technology—it affects every part of your operations and involves everyone on your team, from customer service to inventory management. Because it influences so many daily tasks, processes, and workflows, the transition often takes months of planning and execution. Who has time for that, right? You're already busy running the business, why add extra headaches. Because of this thought process, many merchants hesitate to make the leap because staying with a familiar system seems easier than facing the disruption of a change. However, delaying a necessary replatforming could mean missing out on significant opportunities to grow, streamline operations, and increase profitability. While familiarity may feel safer, embracing the change can position your business for future success, allowing you to leverage better features, performance, and flexibility offered by platforms like Shopify Plus.

Legacy systems create inefficiencies, delay your ability to innovate, and often require costly technical resources just to maintain the status quo. As competitors continue to optimize and scale, brands that wait too long risk being left behind.

Shopify Plus offers a smarter path forward. It gives modern merchants the flexibility to move quickly, the infrastructure to scale globally, and the built-in tools needed to lower costs and increase agility. This guide will help you evaluate your options and make a confident decision for the future of your ecommerce business.

## Chapter 1:

# The Hidden Costs of Staying on Your Current Platform

If the check engine light starts flashing on your car's dashboard, it's easy to ignore it and do nothing, but your inactivity could cost you dearly. Delaying your platform migration might similarly become the most expensive decision you ever make, even though at first glance, staying put might seem like the safer, more cost-effective choice. While switching ecommerce platforms can look like a major upfront investment due to the costs associated with planning, development, and training, the long-term expenses of remaining on an outdated or custom-built platform are typically much higher.

Many brands continue to operate on legacy or custom platforms that once met their needs but now require constant upkeep and technical oversight. These platforms hold back growth in several key ways:

- **Operational inefficiency:** 52% of merchants say platform complexity is one of the biggest barriers to growth (Forrester)
- **Slower time-to-market:** Brands on older platforms often take two to three times longer to launch new campaigns or features.
- **Infrastructure and maintenance costs:** Hosting, security, custom patches, and dev time can easily exceed \$100,000 per year
- **Increased vulnerability:** Open-source platforms experience nearly three times more critical security issues (Gartner)
- **Tech stack sprawl:** Brands often rely on multiple third-party apps and development help for basic tasks like marketing, reporting, and international selling

According to Forrester, over half of ecommerce brands say platform complexity is a major barrier to growth. Gartner also reports that open-source platforms are nearly three times more likely to experience critical security issues.



Over time, legacy platforms demand constant maintenance, security patches, and technical updates that consume valuable resources and inflate operational costs. Each update or customization requires specialized development, diverting your team's focus away from growth-oriented tasks and toward constant troubleshooting and maintenance. These hidden costs not only impact your bottom line but also restrict your flexibility, slow down your ability to respond quickly to market changes, and keep you stuck with technology that prevents scaling and innovation.

Migrating proactively to a modern platform like Shopify Plus helps you eliminate ongoing technical burdens and frees your resources, enabling your business to focus on growth, efficiency, and customer experience rather than just survival. With Shopify Plus, you have your own team of IT professionals looking out for your best interests. It's one less thing you have to worry about because Shopify Plus keeps improving, even while you sleep.

If you're suddenly feeling motivated to make a change in your ecommerce platform, you might be wondering what exactly you should be looking for in the next one—and that's a smart question to ask. After all, making the move isn't just about leaving behind what's not working; it's about choosing a system that will support your business into the future. You want a platform that doesn't just check boxes, but actually gives you the tools to grow, adapt, and compete in today's fast-moving market. That means looking for something scalable, easy to manage, and flexible enough to support customizations without constant developer involvement. It also means finding a solution that can handle your inventory, marketing, sales channels, customer experience, and data all in one place without relying on a patchwork of third-party apps.

The right platform should help you do more with less effort and give every part of your team a smoother, more connected way to work. That's when your platform becomes more than just software, it becomes a growth engine. So let's review what you need in your next ecommerce engine.





## Chapter 2:

# What Growing Brands Actually Need

You've made the decision to switch platforms. You can see it's the right choice for your business, but what should you be looking for? Modern ecommerce success depends on a flexible, integrated platform that adapts and grows along with your business. The commerce landscape moves quickly, driven by evolving customer preferences and the continuous emergence of new technologies. Today's customers want fast loading times, seamless checkout processes, and personalized interactions that feel tailored to their needs. This means your brand requires a platform capable of unifying every channel—online, offline, social media, mobile apps, and even marketplaces—into a single cohesive ecosystem.

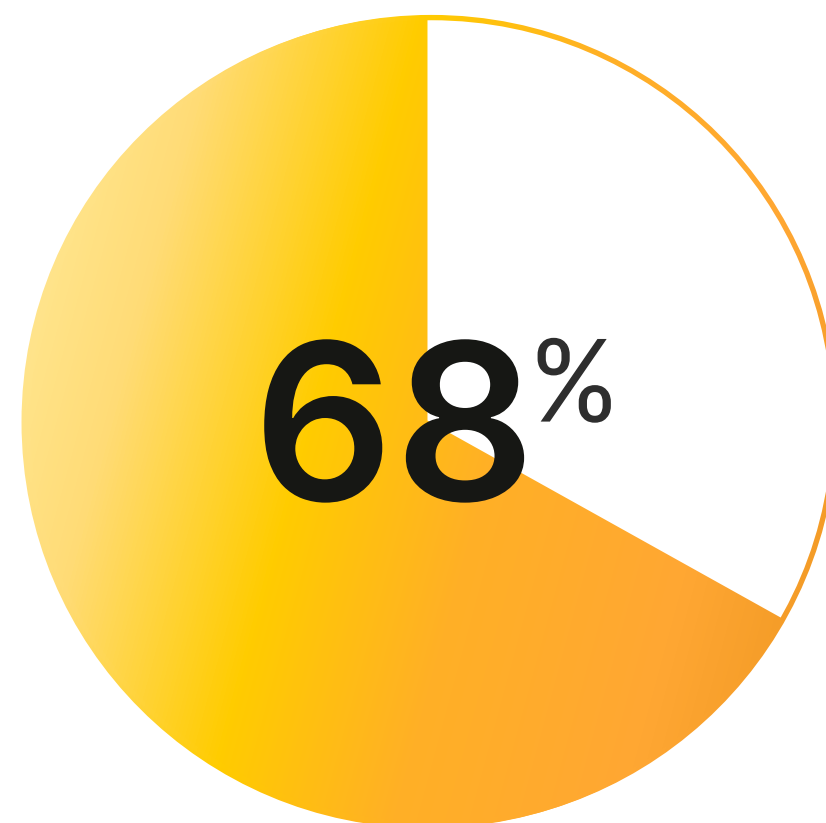
An ideal ecommerce platform should allow you to manage inventory, customer data, marketing campaigns, and sales seamlessly from one centralized hub, providing insights that guide smarter decision-making. By having this integrated approach, you can deliver consistent and highly personalized experiences to your customers at every touchpoint, whether they're shopping on their phones, browsing your site, or walking into your store. Ultimately, choosing a flexible, integrated platform not only helps you meet today's consumer expectations but also positions your brand for continued growth, innovation, and profitability far into the future.

- **Unified omnichannel capabilities for DTC, B2B, in-store, marketplaces, and social**
- **Built-in internationalization with localized currency, duties, language, and payment methods**
- **Speed and agility to test, launch, and iterate faster**
- **Native tools for marketing, automation, and conversion**
- **A flexible architecture that evolves with your business goals**
- **A wealth of native tools to cover your diverse business needs**
- **A healthy ecosystem of developers and integrators making the platform thrive**

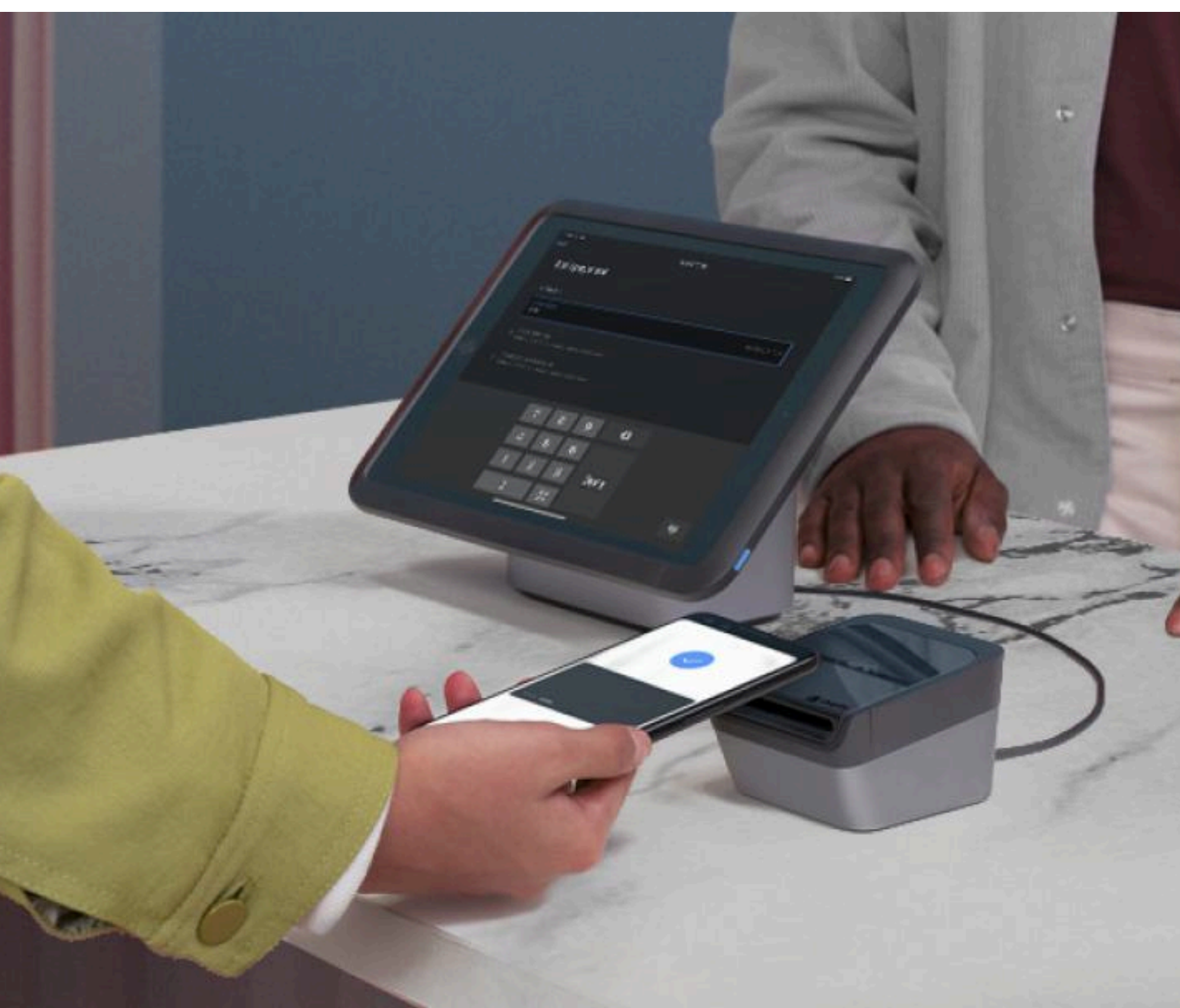
You might be skeptical and wonder if any one platform can provide all these features in one platform? Look no further than the Shopify Plus platform and be amazing with everything you get for one price.

Shopify Plus equips merchants with the tools required to meet customer expectations, expand into new channels, and prepare for the future. Legacy platforms often struggle to deliver even the basics without complex integrations or expensive development work.

A Shopify survey revealed that 68% of enterprise merchants using legacy systems wished they had migrated sooner. You can't afford to sit still. The cost of upgrading couldn't be a better deal with Shopify Plus. Let's review the return on investment by embarking on a migration.



**Store owners wished they  
migrated sooner**





## Chapter 3:

# Understanding Total Cost of Ownership (TCO) and ROI

When evaluating a new ecommerce platform, looking only at the direct monthly costs barely scratches the surface of your real investment. To accurately gauge the true value and potential return on investment, you need to take a broader view that considers the full scope of expenses involved in operating your ecommerce solution. A comprehensive Total Cost of Ownership (TCO) model helps you uncover hidden or overlooked costs beyond monthly fees. This model includes infrastructure costs such as hosting and security, ongoing expenses for third-party apps and integrations, as well as the significant cost of custom development or specialized expertise needed to keep your store functional and competitive.

When combined, these expenses add up quickly, often totaling between \$250,000 to over \$500,000 annually on traditional or custom-built platforms. By factoring in all these elements, you can clearly see how switching to a fully managed, scalable platform like Shopify Plus can significantly reduce your ongoing costs, accelerate your ability to respond to market demands, and provide better long-term returns on your ecommerce investment.

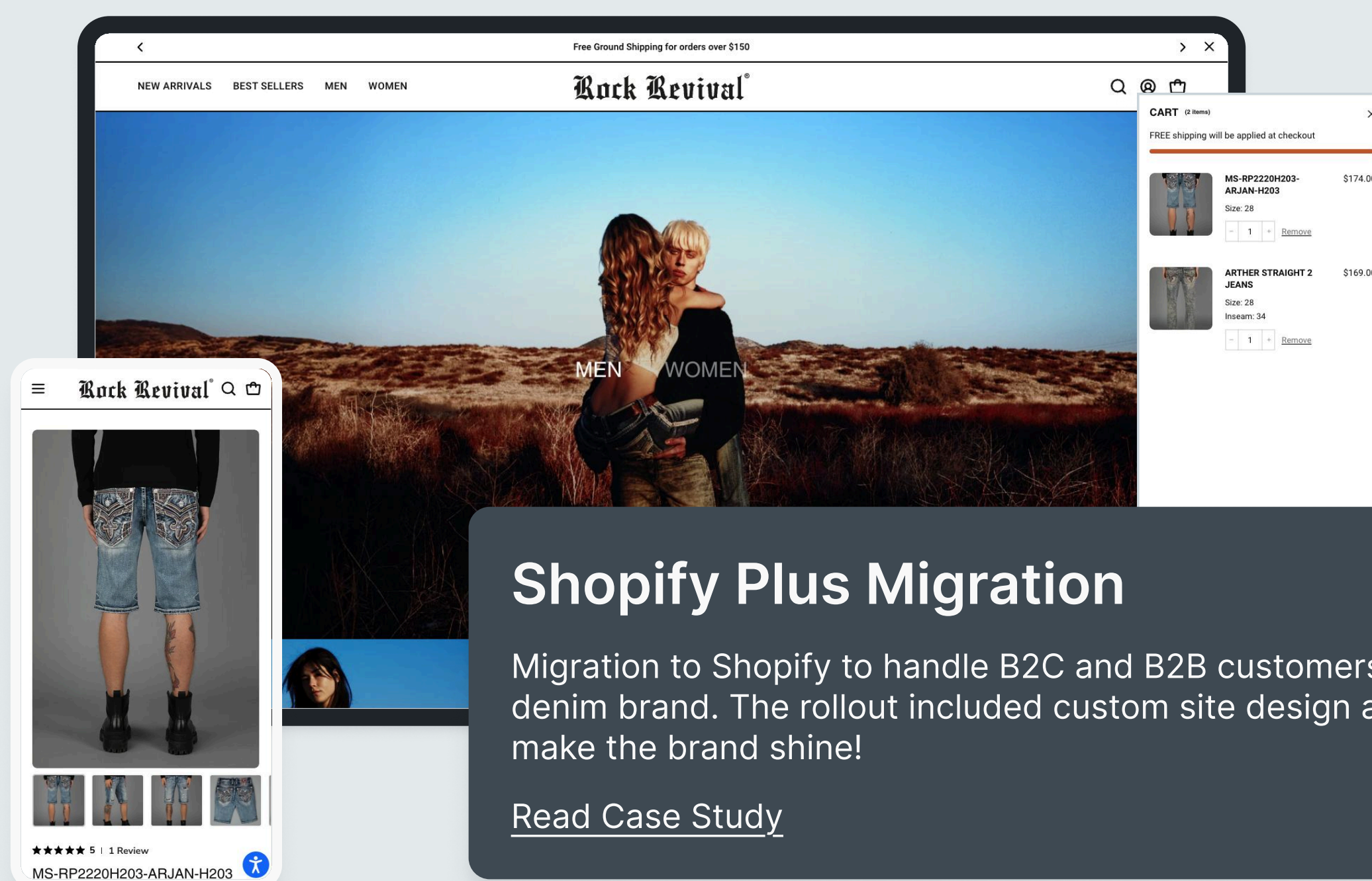
Here's a breakdown of what brands often end up paying for separately with other platforms:

- **Hosting and infrastructure**
- **Third party apps**
- **Security, PCI compliance, fraud tools**
- **Technical support**
- **POS and inventory systems**
- **Email marketing, automation, and reporting tools**
- **Global commerce and localization platforms**
- **Bundling and subscription tools**
- **B2B services**

That's a lot of features and they can add up quickly if you're paying separately for each one. Luckily, if you're choosing Shopify Plus, you get all that and more without paying any extra.

Shopify Plus offers an all-in-one platform with a single monthly fee that includes infrastructure, security, POS, automation, analytics, and international capabilities. Brands can launch in as little as four to six months and scale faster without adding complexity. You get all of this and more out-of-the-box with Shopify Plus:

- **Fast, secure hosting**
- **Native support for B2B and in-store selling**
- **International selling tools**
- **Built-in email and automation**
- **Custom reporting and analytics**
- **Checkout customization and optimization**



## Shopify Plus Migration

Migration to Shopify to handle B2C and B2B customers for this high-end denim brand. The rollout included custom site design and development to make the brand shine!

[Read Case Study](#)

# Time is Money

And don't forget that time itself is a significant cost factor—often the most underestimated expense in any platform migration. The true financial advantage of Shopify Plus lies in getting your store up and running faster, which dramatically reduces the time it takes for you to begin recouping your investment. With Shopify Plus, migration and launch timelines usually range between 4 to 6 months, a stark contrast to legacy or open-source platforms that can stretch projects out over a year or even longer. This accelerated time-to-market means you start generating revenue from your new platform sooner, quickly offsetting the initial implementation costs.

Shorter project timelines minimize the expense and lowers overhead. The built-in functionality and streamlined integrations offered by Shopify Plus eliminate the need for custom development or complicated maintenance, further lowering your ongoing operational expenses. When you combine quicker deployment, reduced vendor reliance, and superior site performance, Shopify Plus consistently provides a greater return on investment compared to platforms that force you into never-ending technical upkeep.

If you're still not convinced that switching to Shopify Plus is the right move, let's look into our crystal ball and see the future...



## Chapter 4:

# Why Shopify Plus Is Built for the Future of Commerce

No one can predict the future, but can prepare for it. Shopify Plus is a platform uniquely built for the realities that high-growth brands face today, from handling rapid expansion to navigating constant technological changes. Its infrastructure is designed specifically to scale effortlessly with your growth, meaning you won't encounter performance bottlenecks as your business expands. Unlike legacy platforms that require significant upfront investment in servers, data management, and maintenance, Shopify Plus manages your infrastructure automatically through its cloud-based, secure, and highly reliable system. This frees your resources from IT headaches and allows your team to focus on innovation and customer experience, not infrastructure issues.

Shopify Plus is ready for you to grow so go ahead and stretch your legs. Shopify Plus provides an open, flexible platform with extensive APIs and built-in features that let you to test new ideas, launch campaigns, and respond quickly to market changes. This agility ensures your brand remains competitive in a fast-paced ecommerce environment. Whether you're experimenting with new sales channels, launching global storefronts, or exploring innovative customer engagement tactics, Shopify Plus lets you move confidently without the heavy overhead typically associated with traditional enterprise ecommerce platforms.

↓ **50% CAC**

Lower customer acquisition costs by up to 50% with  
**Shopify Audiences**

↑ **50% conversion**

Convert as much as 50% better than guest checkout  
with **Shop Pay**

↑ **20% AOV**

Higher average order value with custom promotions  
through **Shopify Functions**

Shopify Plus positions your business for sustainable long-term growth, resilience, and continuous innovation, ensuring your investment remains future-proof as your brand evolves. No other platform is poised to grow with your brand. Drive sales and revenue with a platform that's always ahead of the curve:

**Faster implementation:** Projects take months, not years

**Optimized checkout:** Shopify Checkout combined with Shop Pay converts up to 91% better than standard checkout experiences

**High-performance infrastructure:** Supports over 40,000 checkouts per minute with 99.99% uptime

**Security handled for you:** PCI compliance, fraud protection, and server maintenance included

**Continuous updates:** New tools, features, and APIs released regularly to help you stay ahead

With Shopify Plus, brands avoid the long lead times and heavy development cycles required by traditional enterprise platforms. Merchants gain speed, stability, and the freedom to innovate without worrying about infrastructure.

Sure, Shopify Plus is the ideal choice for brands that want to scale, but what do you get right now? Get ready to have your mind blown when you see the list of enterprise features you get right out of the box—Not tomorrow, today!

## Chapter 5:

# Native Features That Reduce Tech Stack Complexity and Costs

Everybody loves getting something for nothing. Well, Shopify gives you a whole lot of something, for nothing (extra.) One of the most overlooked advantages of Shopify Plus is the sheer number of tools it replaces out of the box. Many brands rely on external platforms for B2B services, POS, subscriptions, bundling, inventory management, email, analytics, and more. While there may always be a need for specialized 3rd party solutions, Shopify Plus brings these core functions under one roof, creating a unified solution that cuts down on errors and speeds up productivity. Let's look at some of the great features you get for free with your Shopify Plus plan:

### A note about Shopify Checkout

Shopify Plus boasts the highest converting checkout on the internet, outpacing the competition by up to 36% and by an average of 15%. This is thanks to a combination of Shopify's massive identity network, our unmatched scale, consumer trust, and our velocity of innovation.



## Checkout Extensibility

Checkout is everything. It's the last chance you have to dazzle your customers with deals and incentives. You need a platform that gives you the most flexibility and customization for your checkout. With Shopify Plus you get Checkout Extensibility. This exciting feature lets you add unique capabilities to your checkout flow, including product upsells, shipping deals, payment options, unique fields, and more.

- **Easily add upsells, loyalty programs, or custom analytics to checkout**
- **Install Plus-only apps specifically designed for checkout customizations**
- **Add additional UI or fields to match your business**
- **No impact on speed or uptime**

## 4x faster

Let customers speed through checkout with Shop Pay's one-tap checkout experience on any device.

## 91% higher conversion

Capture more sales with 91% higher mobile conversion and 56% higher desktop conversion compared to standard checkout.

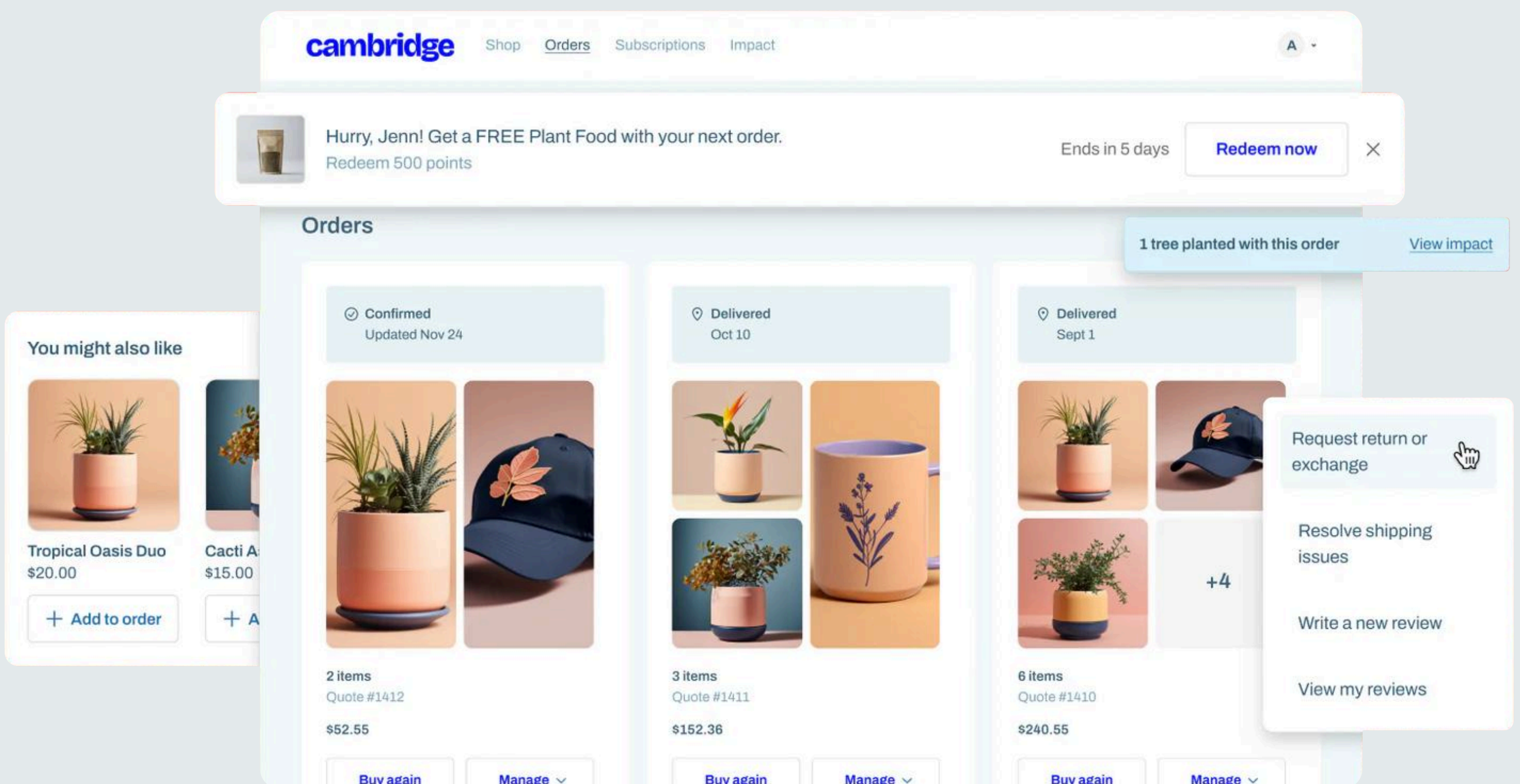
## 100M+ more customers

Instantly increase your global reach and average order value through Shop Pay's massive base of high-intent shoppers.

## Customer Account Extensibility

Remember all those cool capabilities Shopify brings to the Checkout page? Well, Shopify Plus doesn't stop there. You also gain access to Customer Account UI Extensions. Customer account UI extensions bring the same great custom functionality to the Order index, Order status, and Profile pages in customer accounts.

- **Bring custom user or account from your CRM into the Account page**
- **Add metafield data to the customer**
- **Prompt customers to add post-purchase details to their order**
- **Show subscription and/or loyalty information about their account**



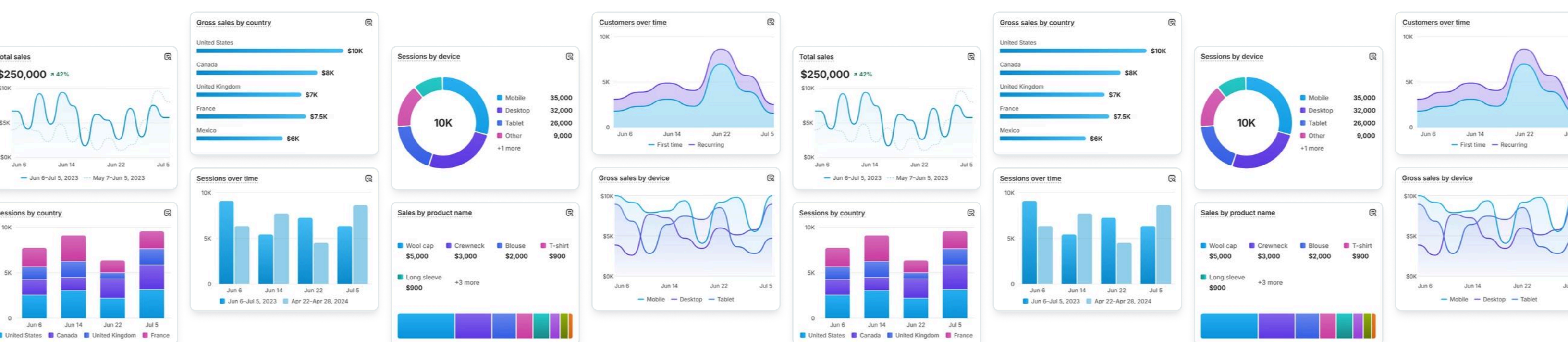


## ShopifyQL and Reporting

Reporting is one of the most critical parts of your ecommerce business. You need a good handle on your numbers to know if you're making a profit or losing money. This is one place Shopify Plus really excels with ShopifyQL and data explorations. ShopifyQL (Shopify Query Language) is Shopify's query language built just for commerce needs.



- Access powerful prebuilt and custom dashboards
- Analyze sales, customers, products, and campaigns
- No need for a dedicated BI tool
- Custom ecommerce reports to match your business
- Export data to CSV

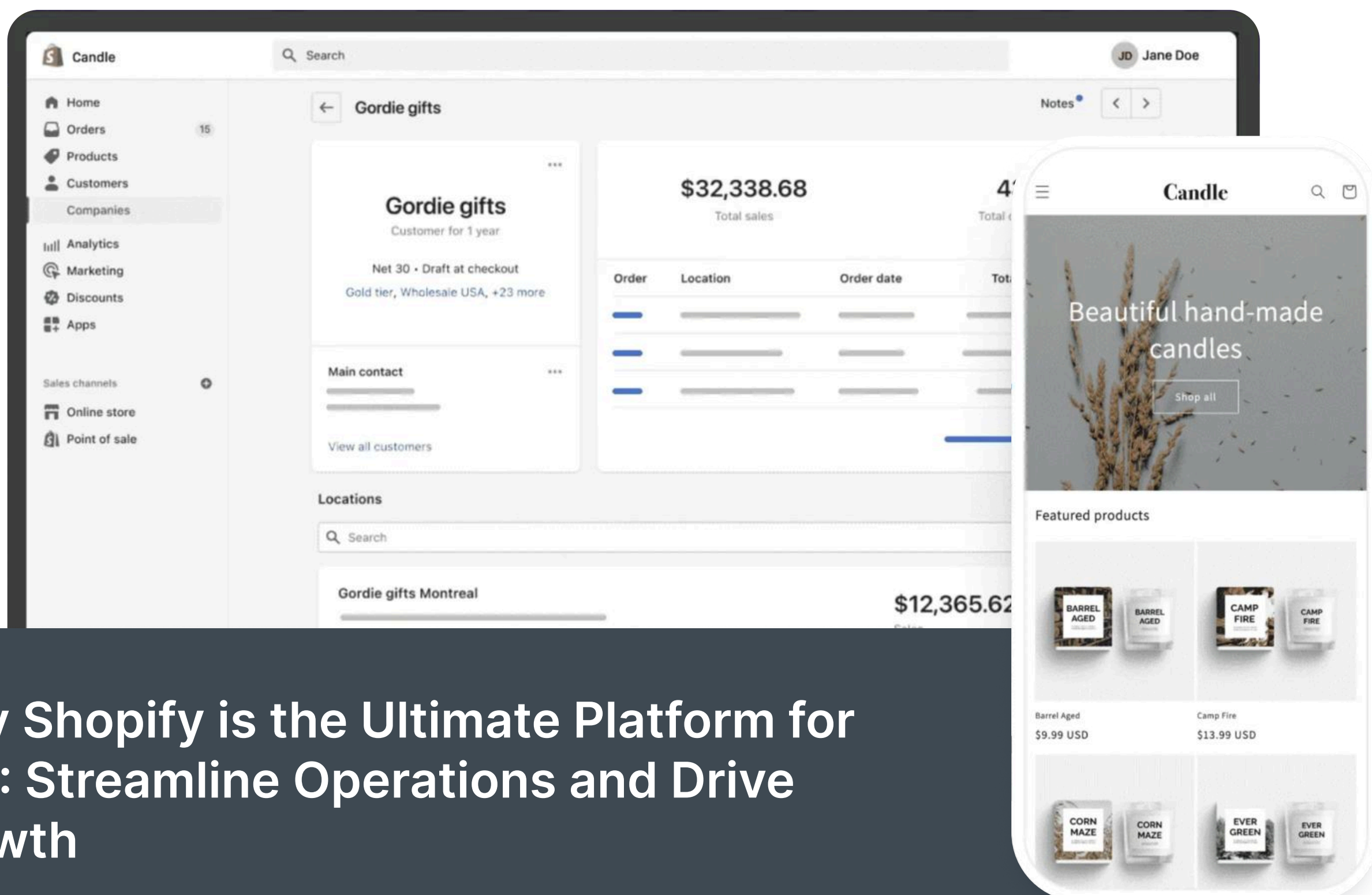




## B2B on Shopify

When you expand your business into B2B commerce, you open up an entirely new revenue stream by selling directly to other businesses. You can tap into larger, repeat orders and foster long-term relationships that significantly increase your earning potential. Shopify Plus is the perfect platform for this growth because it comes with built-in B2B features like wholesale pricing, custom payment terms, and streamlined ordering processes. Extend your sales reach into the business-to-business market without having to use extra plugins or complicated third-party solutions. If you don't have a B2B selling plan, you're missing out on a lucrative revenue stream.

- **Support for customer-specific pricing and payment terms**
- **Purchase orders and net terms**
- **Self-service portals for wholesale clients**
- **Run B2B and DTC from one platform and backend**



**Why Shopify is the Ultimate Platform for B2B: Streamline Operations and Drive Growth**

[READ MORE](#)

## Shopify POS Pro

Do you have brick-and-mortar locations as part of your commerce ecosystem? Look no further than Shopify's ultimate unified commerce platform. Shopify Plus and POS Pro is the ideal solution if you run a retail business and want to combine your online and in-store sales into one easy-to-manage system. Track inventory, sales, and customer information across all your channels in real-time. Deliver a consistent shopping experience to your customers, whether they buy from you in-person or online, while also simplifying your operations through centralized reporting and inventory control. By bringing your entire business under a single platform, you gain valuable insights, save time, and boost your overall efficiency and profitability.

- **Unified selling across in-store and online**
- **Real-time inventory levels**
- **Buy online, pickup in store**
- **Unified gift cards usable in-store and online.**
- **Staff permissions and reporting built in**

# No.1

Most innovative company  
in retail according to Fast  
Company

# 30%

YoY growth in revenue by  
businesses using Shopify  
for their in-store and  
online sales

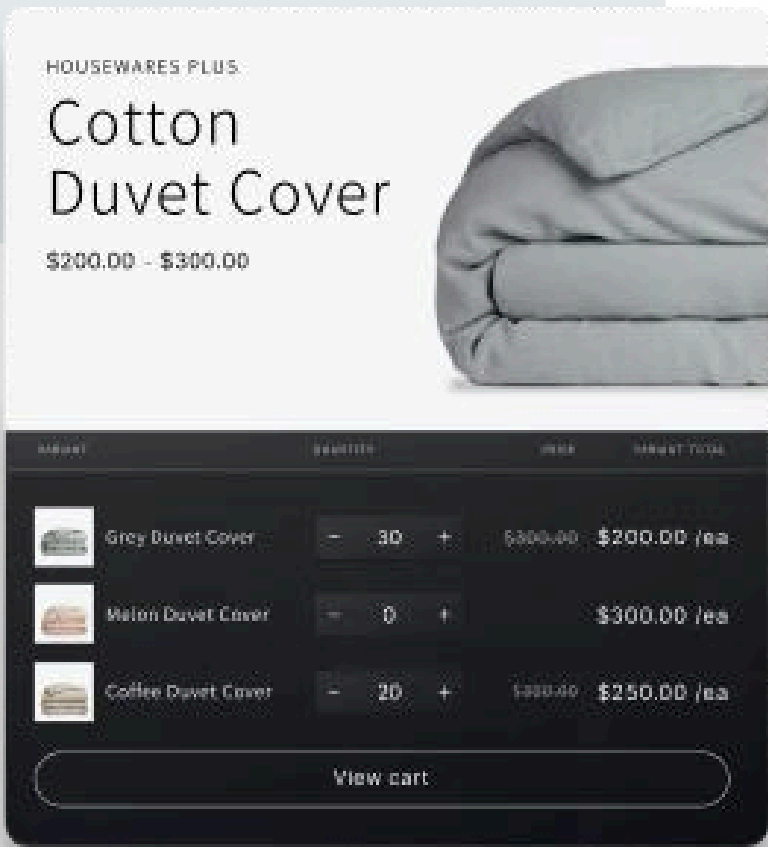
# \$650B+

Total sales from millions  
of Shopify businesses

# Inventory Management

Your products and inventory form the backbone of your entire business. To keep your profits steady, you need to know exactly how many products you have in stock and how much each one costs at any given moment. Accurate inventory details help you make informed purchasing decisions, anticipate future ordering needs, and effectively manage backorders before they become a problem. Shopify Plus steps into this crucial role with robust inventory management features built directly into the platform, providing insights and control unmatched by other ecommerce solutions. With Shopify Plus, you can easily track stock levels across multiple locations, predict demand accurately, automate reordering processes, and ensure your product availability aligns with customer expectations.

- Multi-location inventory tracking
- Demand forecasting and low-stock alerts
- Inventory transfers and stock automation
- Purchasing and transfer support
- Historical inventory logging



Duvet Cover Volume Pricing			
Quantity		Price	
Minimum	1	\$ 300.00	
Break 1	20	\$ 250.00	
Break 2	30	\$ 200.00	



## Shopify Email and Automation

Sending emails and creating segments is a big part of keeping your store running smoothly. Shopify Marketing, with its campaign tools, help you reach customers more effectively by providing smart segmentation and targeted email capabilities. All of this is built directly into your Shopify Plus platform. No extra fees for sending emails or maintaining lists—it's all included. Group your customers based on their shopping habits, preferences, and purchase history, enabling you to send personalized messages that resonate more deeply and encourage repeat business. This powerful combination of segmentation and automated communication helps you consistently engage your audience, drive sales, and keep your brand front-of-mind with your customers.

- **Send branded emails without third-party tools**
- **Automate customer flows such as abandoned cart and win-back sequences**
- **Save on ESP and workflow platform costs**
- **Create campaigns and segments**
- **Create specialized discounts based upon customer segments**



**Mastering Data Migration: A Complete Guide to Seamless Shopify Migration**

[\*\*READ MORE\*\*](#)

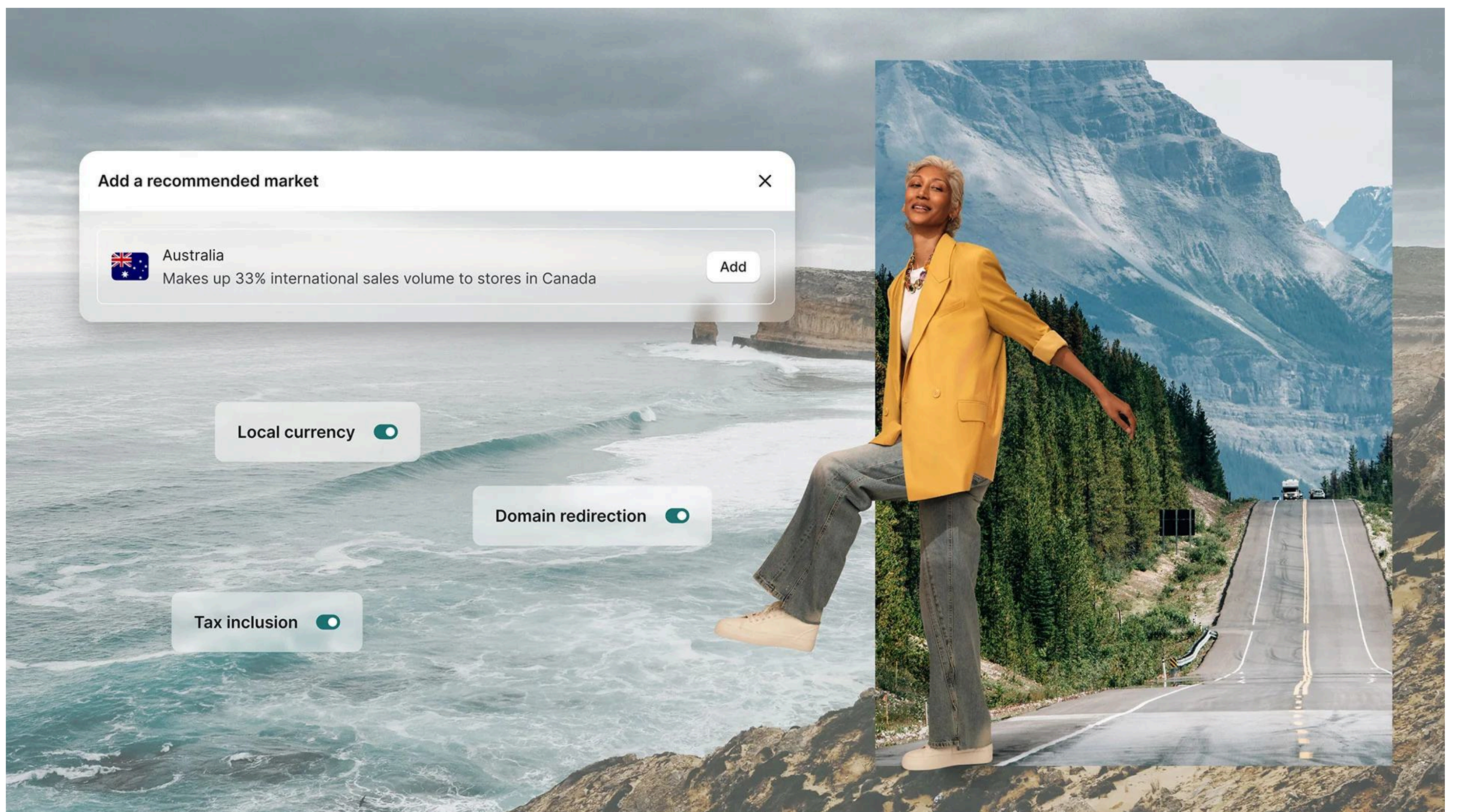
At every scale of business, undertaking a digital transformation represents a competing set of risks and opportunities. If you are reading this, you likely understand the importance of nuanced planning to ensure you are maximizing the benefit of this endeavor and doing everything possible to mitigate potential risks. In this article we will cover one of the most common digital transformations in the last decade - the migration to Shopify.



## Shopify Markets and Markets Pro

You've already established a successful presence in one country, and now you're ready to grow your profits even more by expanding your business internationally. With Shopify Plus and its powerful Markets Pro features, taking your brand global becomes straightforward and manageable. Shopify Markets Pro simplifies your entry into international markets by handling complex details such as local currencies, taxes, duties, and compliance requirements for you. You can quickly launch localized storefronts tailored specifically for each new market, making your business feel familiar and trustworthy to global shoppers. With these advanced tools, Shopify Plus ensures you easily overcome common barriers to international expansion, helping you connect with customers worldwide and significantly boosting your revenue potential.

- **Localized shopping experiences with currency, tax, and language support**
- **Built-in duty and compliance handling**
- **Eliminates the need for separate storefronts or localization apps**
- **Unique designs and domains for each country**





# Shopify Subscriptions

If you're not taking advantage of subscription offerings, then you're missing out on another great means of ongoing revenue. Shopify's native subscription features give you a powerful way to tap into recurring revenue without relying on external apps or complicated integrations. Built directly into Shopify Plus, these subscription tools allow you to easily offer repeat purchases and customizable subscription plans to your customers right from your store. You can effortlessly manage subscription products, payments, and customer preferences all within the Shopify dashboard. Provide customers convenience and reliability, boosting customer loyalty, and creating steady, predictable income streams that significantly enhance your business's long-term growth and profitability. Look like an ecommerce pro with tailored subscription offerings just for your core audience.

- **Capture recurring revenue for your business**
- **Enable subscriptions directly from the Shopify admin**
- **Offer flexible billing options like delivery frequency, skip/pause, and gifting**
- **Customize subscription rules with Shopify Functions**
- **Manage customer relationships and retention without relying on third-party platforms**

Together, these tools eliminate the need for a dozen third-party apps and vendors. Shopify Plus helps brands reduce costs, increase efficiency, and gain more control over their operations, all from one centralized platform. It should be clear by now that Shopify is the right choice for any ecommerce brand looking for a complete solution.

Plan title

Weekly Delivery

Customers won't see this.

Purchase option title

Subscribe and save


Customers will see this on [storefront product pages](#) that have subscriptions.

Products

Q


Search products

Browse




Carrots - Farm Fresh  
(2 of 2 variants selected)

Edit x



Apples - Farm Fresh  
(2 of 2 variants selected)

Edit x



Banana - Organic  
(1 of 1 variants selected)

Edit x

Summary

Weekly Delivery

- Delivery every week
- 4 products

How To Use The New Shopify Subscriptions App

READ MORE



## Chapter 6:

# Making the Strategic Case for Shopify Plus

Are you not convinced that Shopify Plus is the right platform for your next ecommerce move? Choosing to stay on an outdated ecommerce platform isn't just inconvenient—it could actively harm your brand's ability to compete and grow in a rapidly changing digital landscape. Legacy platforms often carry hidden costs in the form of constant upkeep, technical debt, and inflexible architecture.

That's precisely why high-growth brands are making the strategic move to Shopify Plus, recognizing that the transition is not just a technical upgrade but an essential business investment. Migrating unlocks immediate advantages in speed, savings, and agility. Shopify's built-in suite of advanced features, from integrated marketing tools to native B2B and subscription capabilities, allows you to swiftly launch campaigns, test new markets, and experiment with sales strategies without cumbersome customization or costly third-party apps.

It's time to strategically position your business for sustained competitiveness, accelerated growth, and scalability.

Shopify Plus offers:

- **Simplified operations** through tool consolidation
- **Faster time-to-market** for campaigns, channels, and product launches
- **Increased conversions** through optimized checkout
- **Global scalability** with built-in international support
- **Reliable performance** with enterprise-grade infrastructure
- **Future flexibility** with a robust partner and app ecosystem

Thousands of growth-stage and enterprise brands have made the switch to Shopify Plus, and many say they wish they had done it sooner. Don't end up getting left behind. It's time to make the switch to Shopify Plus and Sunrise Integration is here to help.

## Let's Find Out if Shopify Plus Is the Right Fit for Your Brand

Choosing the right ecommerce platform is a critical step in scaling your business. If you're considering Shopify Plus, we're here to help you make a confident, informed decision based on your unique goals, structure, and growth plans.

### Book a Free Consultation

Speak directly with our ecommerce experts to evaluate whether Shopify Plus is the best fit for your brand. We'll walk you through a personalized assessment and answer your questions about migration, customization, integrations, and more.

[Schedule Your Consultation ›](#)

### Join Our Upcoming Webinar Series

Learn directly from migration specialists, Shopify Plus experts, and successful merchants who have made the switch. Our new webinar series will walk through platform differences, real-world migration stories, and live Q&A sessions.

[Reserve Your Spot ›](#)

Making the switch is easier than you think — and the upside could transform your business. Let's find out if Shopify Plus is the smarter move for you.

**Still have questions about migrating to a new ecommerce platform? Talk to a Shopify Plus migration expert about your business requirements.**

**Let's Talk**





# sunrise integration

## 220,000+

Apps Installed by Our  
Clients' Customers

## 250+

Businesses Launched

## 24+

Years in Business

### About Sunrise Integration

Located in Pasadena California, Sunrise Integration has been servicing the world of high-tech and digital commerce for over 23 years. If you're looking for a partner to help you grow your ecommerce business, then reach out to our team.

Sunrise Integration is an experienced ecommerce services company that provides end-to-end solutions to market, design, integrate and manage your business.

[Contact us today! ›](#)

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[hello@sunriseintegration.com](mailto:hello@sunriseintegration.com)

“

Sunrise's expertise was crucial in connecting our eCommerce platform to SAP. The team at Sunrise Integration was able to take a complex project and break it down into simple phases. As new needs and projects arise, Sunrise is able to quickly and effectively implement solutions custom to our requirements – it has been invaluable as we grow and expand our direct to consumer business.

”

-Maddie S., Digital Marketing Manager at 4Moms

