

729SOLUTIONS

ABOUT SFMOMA

The San Francisco Museum of Modern Art (SFMoMA) was the first museum on the West Coast devoted solely to 20th-century art. SFMoMA also has a popular "Museum Store" available at <https://museumstore.sfmoma.org/> where visitors can purchase art books, design objects, furnishings, and more.

"Thanks for all your hard work on the M2 migration... The webstore ran SUPER fast on our busiest day ever!"

KEVIN CONVERTITO
SFMOMA

CONTACT

Graham Silbermann
415.418.9313
graham@729.io



PROJECT SCOPE

The Museum Store was built using Magento 1.0, and SFMoMA hired 729 Solutions to handle the migration of the Museum Store to Magento 2.0

The project involved an audit of the 1.0 version of the site including front and back-ends to provide details on what was involved with the migration. 729 Solutions was able to provide SFMoMA with a clear road map for the work required, and 729 Solutions executed the migration and launch of the upgraded Museum Store smoothly.

KEY POINTS & CHALLENGES

- Although the design did not need to be updated, 729 Solutions did need to create new templates under Magento 2.0 to fit the old design.
- Magento had to remain integrated with SFMoMA's inventory systems which included API integrations with these systems.
- Better analytics on cart experience was mandatory.
- 729 Solutions adapted to SFMoMA's development workflow to achieve a successful migration.