

Case Study Kinsey's

Kinsey's modernizes B2B commerce with a high-performance [Shopware](#) replatform

Kinsey's migrated from Sana Commerce to Shopware, replacing an ERP-driven ecommerce system with a flexible, high-performance architecture designed for complex B2B operations.

About Kinsey's Inc

[Kinsey's](#) is a leading distributor of archery and hunting products in the United States, supplying a wide network of dealers with both proprietary and third-party equipment across a highly specialized catalog.

Company Industry

Outdoor sporting goods

Shopware Version

Shopware 6

KPIs

- Reduced page load times from 5+ seconds to sub-second performance
- Successful replatform from ERP-bound ecommerce architecture
- Support for over 30,000 products and 2 million pricing permutations
- Seamless go-live without revenue disruption
- Reduced license fees and overall ecommerce cost structure
- Expanded capabilities for campaigns, merchandising, and B2B workflows

Benefits of Shopware

High-performance commerce at scale

Shopware enabled Kinsey's to dramatically improve site speed, delivering sub-second performance even with complex pricing and product logic.

Flexibility beyond ERP constraints

By decoupling ecommerce from the ERP, Kinsey's gained the ability to customize workflows, user experience, and business logic without system limitations.

Advanced B2B functionality out of the box

Company accounts, customer-specific pricing, approval workflows, and rule-based controls support complex dealer relationships.

Composable, future-ready architecture

Shopware's modular approach allows seamless integration with ERP, PIM, and third-party systems while supporting long-term scalability.

Improved merchandising and campaign management

Kinsey's can now manage promotions, product visibility, and category experiences directly within the ecommerce platform.

Features

- Customer-specific pricing and account-based access
- B2B account hierarchies and buyer roles
- Regulatory-aware checkout logic (including FFL validation and Prop 65 compliance)
- Sales rep tools with price visibility toggles and account impersonation
- Campaign and promotion management
- Advanced search and product discovery

Technical Features

ERP: Microsoft Dynamics 365 Business Central

PIM: [Perfion](#)

Payments: ZeBuS Pay, EBizCharge

Hosting: [JetRails](#)

Partner: [Netformic](#)

Solution

Rebuilding Commerce for a Specialized Industry

[Kinsey's](#) has built its reputation as a trusted distributor in the hunting and archery space, serving retailers across the United States with a highly specialized product catalog. From bows and arrows to firearms and accessories, the company operates in a complex environment where pricing, compliance, and customer relationships all play a critical role.

With more than 30,000 products and over 2 million pricing variations tied to customer-specific agreements, Kinsey's ecommerce experience is far from standard. Their platform must support not only scale, but also precision.

For years, that system was powered by Sana Commerce, tightly integrated with Microsoft Dynamics 365 Business Central. While this approach ensured consistency between backend systems and the storefront, it also introduced significant limitations.

As ecommerce expectations evolved, Kinsey's found itself constrained by a system designed primarily for ordering, rather than growth.

When ERP-Centric Commerce Becomes a Bottleneck

The existing architecture placed ecommerce directly inside the ERP layer. While effective for real-time data access, this model came at a cost.

Page load times frequently exceeded five seconds, creating friction for dealers placing large or repeat orders. Even simple changes required navigating ERP dependencies, slowing down development and limiting flexibility. At the same time, new business needs, such as campaign management, merchandising, and improved user experience, were difficult to implement.

A required upgrade to a newer version of Sana would have meant a full rebuild regardless. That moment became an inflection point.

Rather than reinvesting in the same model, Kinsey's chose to rethink its approach entirely. The company evaluated alternatives including BigCommerce and Shopify Plus

before moving toward a platform where ecommerce could act as a growth engine instead of an extension of the ERP.

A Modern, Composable Foundation with Shopware

Kinsey's selected Shopware to power its next phase of growth, implementing a decoupled architecture that separates ecommerce from backend systems while maintaining critical integrations.

"The reason we recommended Shopware is it is particularly good in this space where it's high SKU, high complexity and a restricted specific set of laws...Shopware lends itself very well to [the firearms and archery industry] because of how it has workflow and rules."

— Rob Neumann. Managing Partner, Netformic USA

At the center of this transformation was the introduction of a PIM system, [Perfion](#), which serves as the central source of truth for product data. This allowed Kinsey's to reduce dependency on the ERP for frontend operations while maintaining accurate, synchronized information across systems.

Building a Scalable Architecture

The new architecture combines real-time and asynchronous data flows, ensuring that critical data such as pricing and inventory remain accurate without overloading the system.

Hosting infrastructure provided by [JetRails](#) further supports performance and scalability, allowing environments to be deployed and optimized quickly. The staging environment was spun up in roughly an hour. "Jetrails is extremely proactive in the shopware space. They're on top of everything going on in the ecosystem," said the Netformic team.

This shift enabled Kinsey's to preserve the complexity of its operations while dramatically improving performance and flexibility.

Designing for Complex B2B Workflows

Kinsey's business depends on highly customized B2B interactions, and the new platform was built to reflect that reality.

Each customer operates within a structured account hierarchy, often with multiple buyers, approval layers, and purchasing rules. Pricing is tailored to individual relationships, resulting in millions of possible price combinations across the catalog. The platform also supports complex logic around shipping costs, factoring in product quantity, type, and customer tier, as well as lines of credit distributed across account hierarchies.

Shopware's rule-based engine allows these relationships to be modeled directly within the ecommerce platform. Dealers can log in to access personalized pricing, view order history, and manage their accounts in a streamlined interface.

At the same time, the platform accommodates the regulatory requirements of the industry. For serialized items requiring federal firearms licensing, validation processes must be enforced without disrupting the purchasing experience. The system allows customers with expired FFLs to continue building orders and check out with non-serialized items. Serialized products remain in a controlled cart state for follow-up, ensuring compliance without obstructing sales. Prop 65 compliance is also managed within the platform's rule structure.

Sales representatives are further supported through features like account impersonation and the ability to toggle price visibility on and off. These tools enable more effective in-person and assisted selling without revealing pricing prematurely.

From Slow Performance to Sub-Second Speed

One of the most immediate improvements following the migration was performance.

By decoupling ecommerce from the ERP and implementing a modern caching strategy, Kinsey's reduced page load times from over five seconds to under one second, even when handling complex pricing calculations and large datasets.

This improvement was especially important in a category where infrastructure must account for high levels of automated traffic and scraping activity.

"In the 2A industry, there's a lot of scraping and parsing and bot traffic going on. And you need the platform that allows you to fine-tune your DNS, your soft firewalls, your geofencing in a way that your site isn't being killed by a hundred different bots trying to

parse a page for pricing and special attributes."

— Kay Winkler, VP of Delivery, Netformic

This improvement not only enhances the user experience but also supports higher operational efficiency for dealers who rely on speed when placing orders.

Unlocking New Capabilities for Growth

Beyond performance, the new platform enables capabilities that were previously out of reach.

Kinsey's can now manage campaigns, promotions, and product visibility directly within the ecommerce environment. Dynamic tagging and category management allow for more flexible merchandising, while improved search functionality helps dealers quickly find what they need within a large and complex catalog. Notably, the company can now leverage the workflow engine independently, reducing reliance on external development resources.

These enhancements mark a shift from a purely transactional system to a more strategic ecommerce platform. The new platform supports both operational efficiency and business growth, while also reducing Kinsey's overall license fees and cost structure.

A Collaborative and Efficient Implementation

The project was completed in approximately six months, a relatively fast timeline for a replatform of this complexity. The deadline was non-negotiable: missing it would have meant paying for another full year of Sana.

A key factor in this success was the close collaboration between Kinsey's internal team and implementation partner [Netformic](#). Kinsey's dedicated a highly capable group, including their COO, a developer, an integration specialist, and several business analysts who remained engaged throughout the process. With technical and business stakeholders involved at every step, decisions were made quickly, and challenges were addressed in real time.

The platform launched successfully in January 2026, followed by a brief two-week stabilization phase focused on caching and performance tuning with JetRails.

Netformic also proudly noted that this was the first combination Sana and Perfion to Shopware migration completed in the United States.

A Foundation Built for the Future

Today, Kinsey's operates on a platform that is not only faster and more flexible, but also better aligned with its long-term goals.

With a scalable architecture in place, the company is positioned to expand its capabilities further. Future enhancements may include deeper financial workflows and improved reporting capabilities.

By moving away from an ERP-bound ecommerce model and embracing a modern, composable approach, Kinsey's has transformed its digital commerce foundation into a true driver of the business.