

Green Hill Turns Commerce Complexity into Competitive Advantage

Discover how Devsinc reengineered the commerce ecosystem on Shopify Plus, unifying B2B and B2C journeys with precision pricing, payments, catalogs, and inventory.





Client Overview

Founded in 1964, Green Hill has spent six decades as a trusted supplier of precision combat-sports gear, crafting hand-stitched judo Gi and competition-grade tatami mats for Olympians, martial arts dojos, and sports federations worldwide. As an official supplier to elite competitions, its products demand a digital experience as disciplined as the athletes it serves - but its dual-platform e-commerce system, with separate B2C and B2B stores, struggled to keep pace, creating inventory conflicts and missed bulk-order opportunities.

Partnering with Devsinc (formerly Alchemative), Green Hill undertook a Shopify Plus unification designed to merge all audiences - from teens purchasing their first Gi to national federations ordering hundreds of uniforms - while automating bulk pricing, minimum order quantities, and federation-specific catalogs on a single platform.

Business Challenges

Green Hill's separate B2C/B2B systems, once manageable, became barriers to growth as demand surged. Maintaining parallel platforms consumed 20% more operational resources, while inventory discrepancies caused 15% order fulfillment delays during peak seasons.

Costly Duplication

Dual websites required redundant product uploads and inventory tracking, wasting 30+ staff hours weekly on reconciliation.

Pricing Rigidity

B2B buyers demanded volume discounts of 10-50% off, but the system couldn't auto-adjust prices based on order quantities or customer tiers.

MOQ Enforcement Gaps

Manual checks for minimum orders, ranging from 10 to 500+ units across 200+ vendors, led to frequent errors and disputes.

Payment Fragmentation

Retail customers expected instant checkout, while gyms needed net-60 terms - forcing compromises that frustrated both segments.

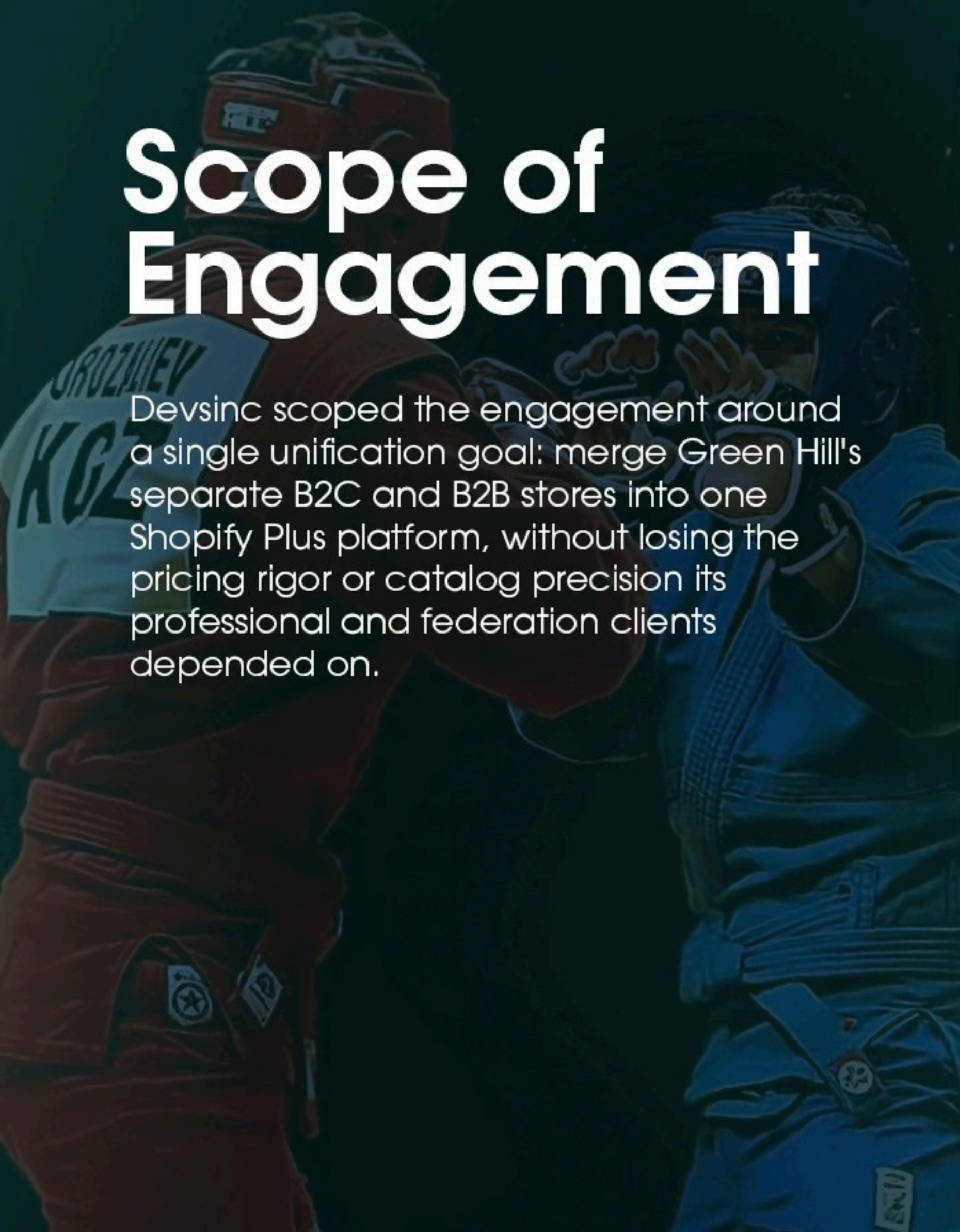
Together, these gaps meant that nearly every interaction a customer or partner had with IGI ran through a person rather than the product, limiting reach and slowing an insurer that otherwise had six lines of business to offer digitally.



The Approach

Green Hill needed more than a platform merge: a system disciplined enough to automate Olympic-level complexity - bulk pricing, minimum order enforcement, and federation-specific catalogs - without disrupting either side of its customer base. Devsinc was engaged for its Shopify Plus expertise and its ability to engineer segment-specific logic on top of a single commerce backend.

Rather than patching the existing dual-platform setup, Devsinc's approach was to architect one unified Shopify Plus ecosystem from the ground up, built to honor the distinct needs of every customer segment - from individual athletes to gym chains and national federations - rather than forcing one experience onto all of them.



Scope of Engagement

Devsinc scoped the engagement around a single unification goal: merge Green Hill's separate B2C and B2B stores into one Shopify Plus platform, without losing the pricing rigor or catalog precision its professional and federation clients depended on.

Key Priorities

- ✓ Consolidation of separate B2C and B2B stores into a single Shopify Plus ecosystem.
- ✓ Password-protected B2B vendor portals with auto-enforced minimum order quantities (10-500+ units).
- ✓ A dynamic bulk pricing engine with volume-triggered discounts from 5-50%.
- ✓ Dual-payment architecture: instant checkout for retail athletes, flexible net-60 invoicing for gyms and federations.
- ✓ Real-time inventory sync across 5,000+ SKUs to prevent overselling during peak competition seasons.

The Solution

Devsinc architected a Shopify Plus ecosystem that unified Green Hill's operations while honoring the distinct needs of every customer segment.

B2B Portal with Military

Password-protected vendor portals displayed only approved product categories - federations, for example, saw competition gear only - with auto-enforced MOQs from 10 to 500+ units.

Smart Bulk Pricing Engine

Dynamic discounts of 5-50% triggered by order volume increased average B2B order value by 35%.

Dual-Payment Architecture

Stripe handled checkout for individual athletes, while flexible invoicing and net-60 terms for gyms toggled automatically by customer type.

Olympic-Grade Checkout

Custom checkout flows hid irrelevant options by segment - B2B buyers, for instance, never saw retail coupons.

Real-Time Inventory Sync

Live stock updates across 5,000+ SKUs prevented overselling during championship seasons.

The result: a single Shopify Plus platform now serves individual athletes, gyms, and national federations alike, with segment-specific pricing, checkout, and catalog access replacing what were once two disconnected systems.

Measurable Outcomes

Additional outcome: case resolution times also improved following the support restructuring, specific percentage not yet available.

40%

faster B2B order processing
-auto-approved bulk pricing and one-click reorders reduced vendor checkout time from 12 to 5 minutes.

30%

increase in wholesale volume - dynamic tiered pricing drove larger orders from gyms and federations within 6 months.

100%

inventory accuracy
real-time sync
eliminated stock discrepancies during critical competition seasons.

4.9/5

customer satisfaction
athletes praised the mobile-optimized browsing, and federations valued dedicated catalog access.

Zero

payment disputes
PCI-compliant transactions and flexible B2B terms reduced billing inquiries by 75%.



Looking Ahead

With its unified platform in place, Green Hill is positioned to onboard 300+ new gym partners annually and extend its segment-specific pricing and catalog model to new product lines as the business grows, with Devsinc's support in place to sustain the platform.

Looking to unify fragmented B2B and B2C storefronts or build precision pricing logic into Shopify Plus? Talk to Devsinc's e-commerce experts.

About Devsinc

Devsinc is a Shopify Plus Partner with over 10 years of experience building, scaling, and optimizing Shopify commerce for retailers across North America, the UAE, and the MENA region. We have delivered 350+ Shopify stores, supported platforms handling 100K+ peak monthly transactions, and built 12 Shopify App Store apps. Our expertise spans the full commerce lifecycle: store migrations, storefront development, checkout engineering, integrations, and ongoing optimization. Our commerce capabilities are strengthened by deep enterprise technology and digital transformation expertise. With 15+ years of engineering experience, 3,000+ successful projects, and 230+ active clients across 23 countries, Devsinc delivers enterprise application engineering, AI and data solutions, technology advisory, and product development. Combined with an AI-first approach, we help enterprises identify opportunities, modernize technology, and scale for what comes next.

10 yrs

Building on Shopify

350+

Stores delivered

100K

Peak monthly transactions

12

Apps on the
Shopify App Store

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