



## Primitives by Kathy

Primitives by Kathy has been a dominant retailer of home goods and decor for over 25 years. To support high volume online sales and an ever-changing and seasonal product catalog, they rely on technology in all business activities. They chose PCS as their customer-first MSP partner and Liberty Fox Technologies to develop a flexible and customizable e-commerce solution. Michael Shapiro, CTO of Primitives by Kathy, shares his experience working with PCS.



### PCS Service Highlights

**Server Infrastructure Upgrade**  
Replaced an end-of-life VMware ESXi cluster and migrated all virtual servers to the new infrastructure.

**Disaster Recovery Solution**  
Replaced the ESXi cluster in their main office and built a second ESXi cluster at a different location that can function as a failover should the main office go offline.

**Improved Server-to-Server and Backup Speeds**  
Implemented 10 GB switching solution to facilitate faster transfer speeds between virtual hosts and backup solution.

**End of Life 2008 Server Migration**  
Migrated applications, files, and services from legacy systems to Windows 2019 servers.

**New Backup Solution**  
Replaced legacy backup solutions with a new, hardened backup solution.

### PCS Testimonial

“ We struggled for years to find a partner that could understand how to best fit with our small support staff to understand a clear delineation of responsibility. We found PCS to be a great partner that slots perfectly with our team! In addition to handling all server updates and monitoring all issues, PCS gives us access to employees with widely varying expertise which allows us to focus them as rifle versus the shotgun approach of throwing resources at a problem hoping to resolve issues.

*When we need high level advice, we turn to our VCIO for guidance. If we have a major impact to our production systems at 6:30 am, we can rely on PCS engineers to assist us remotely, or we can bring them on-site for major work as needed. PCS has given us the ability to expand and contract our IT team as needed without having to add more fixed cost of employees.*

*Primitives By Kathy has relied on PCS for about a year, and we look forward to growing with them in the future.* ”

### PCS Locations:

NEW JERSEY - MOORESTOWN 856.596.4446	NEW JERSEY - VINELAND 856.596.4446	MASSACHUSETTS 617.546.5446
NEW JERSEY - NORTHFIELD 856.596.4446	DELAWARE / MARYLAND 302.456.9500	NEW YORK 732.456.8828
NEW JERSEY - RED BANK 732.456.8828	PENNSYLVANIA 215.426.1049	CALIFORNIA 951.234.3432

[www.helpmepcs.com](http://www.helpmepcs.com)



## Primitives by Kathy

Liberty Fox Technologies (LFT) utilized Optimizely Commerce and CMS as the primary platforms for Primitives By Kathy. As Certified Optimizely Partners, LFT was able to leverage their experience within the platform and other technologies to deliver a wide range of beneficial enhancements.

Michael Shapiro, CTO of Primitives by Kathy, shares his experience working with LFT.



### LFT Enhancements

*Redesigned the Shopping Cart experience with custom category management in the cart.*

*Incorporated customer wallets to manage multiple payment types.*

*Created custom functionality for multiple coupon usage and management.*

*Oversaw full Optimizely upgrade.*

*Oversaw a move to a Cloud server environment from on-premises.*

*Supported Devops with efficient and timely bug remediation.*

*Developed custom address validation functionality for shipping backup solution.*

### “ Liberty Fox Technologies Testimonial

*Working with Liberty Fox has been great. With a small internal development team, we were not able to properly increase our bandwidth during our critical work times. We also had a specific need for Optimizely DXP skills on our team and Liberty Fox was able to provide the resource since they have the strong knowledge of the platform. In addition to their offering of the full project stack, their ability to provide project management, tech resources, testing and general support has allowed us to keep our staff lean.*

*With their help, we were able to couple our business and process experts with resources to make our team complete. Through regular meetings and backlog review, we were able to create a roadmap for our Executive Management and adhered to deadlines as planned.*

*Whether a project is small or enterprise level, I have no issues suggesting Liberty Fox as the right fit for other companies.* ”

2023

**BRONZE**  
Solution Partner



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