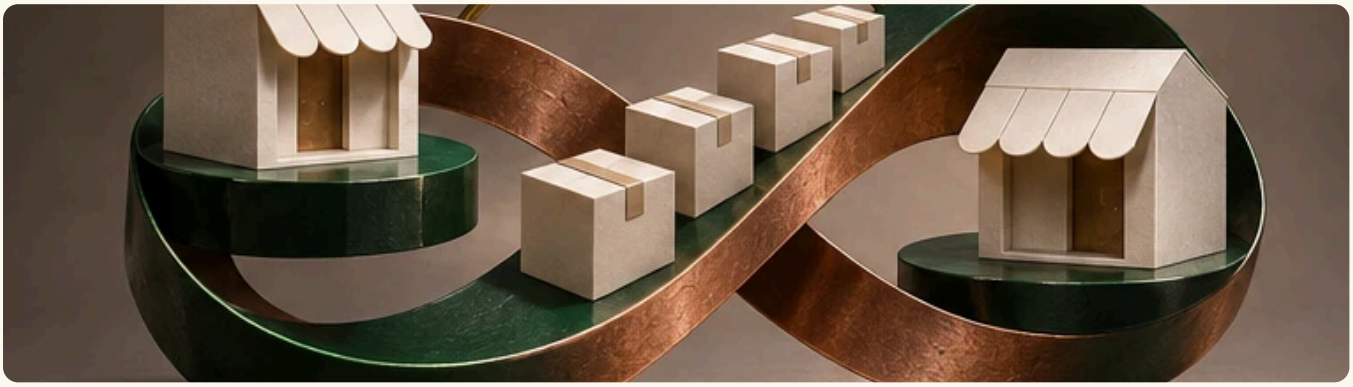
BUSINESS CASE WHITEPAPER · COM-003

Store migration inventory

Decide what to move, redirect or retire before your store migration.



The decision

A store migration could strand useful pages or recreate discontinued products.

What the fee buys

We inventory up to 100 products and 30 pages and map what must migrate, redirect or retire.

When to commission

Buy before migration decisions are frozen and nominate an owner for URLs needing judgement.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

An old product URL has repeat visits, but the product will be discontinued during migration.

In this illustrative case

Record its URL, traffic evidence and proposed destination. Assign a decision before removing the page.

Inputs and ownership

Export the current inventory of up to 100 products and 30 pages and identify the new destination.

1. Inventory products and pages
2. Decide what moves or retires
3. Map URLs for checking

Using the handover

Use the inventory to brief the migration team and check redirects before customers reach old links.

An alternative to buying

Use the existing redirect inventory if it already covers the named products and pages.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£499 GBP · one-time catalogue fee excluding applicable VAT

Full cost to the buyer

Subscriptions, platform fees, advertising and fulfilment charges are separate. Include the cost of preparing inputs, reviewing the output and implementing any subsequent changes.

A time-only comparison

At an illustrative £40 per staff hour, the fee alone equals 12.47 hours. Replace £40 with your own fully loaded hourly cost. Divide the full incremental cost by that rate to find your break-even hours. Count only effort you can reasonably avoid. This illustration predicts no saving.

What to measure

Measure the share of in-scope URLs with an agreed migrate, redirect or retire decision. Record a baseline before work begins. Use the same scope and definition at follow-up, and note changes outside this service.

Timing and dependencies

Pay upfront at the external checkout. You can prepare immediately. We track clearance and start intake when payment clears, which can take up to seven business days depending on the payment system. The estimate after start and receipt of complete inputs is 3–7 working days.

Approval test

Buy before migration decisions are frozen and nominate an owner for URLs needing judgement. Assign an owner for the handover and a date for checking the measure. If the inputs or owner are missing, defer the purchase.

Basis: Routine Works service specification COM-003, GBP catalogue fee and an illustrative working case. View service scope.

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