



# 6 Reasons Brands Migrate from Lightspeed to Shopify POS

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Why ambitious brands choose Shopify for unified commerce without compromises.





## Feeling frustrated with Lightspeed's limitations?

Lightspeed's API-driven architecture claims to support flexible unified commerce, but brands using Lightspeed reported being burdened using multiple tools, tolerating disjointed workflows, reconciling siloed data, and managing integrations. This impacts productivity across your stores and HQ, and may limit your brand's growth.

To run an efficient omnichannel business, you need a commerce platform that's purpose-built to make selling everywhere simple—fewer integrations to manage, channel-agnostic data, and workflows that help you do more, faster.

If your team is experiencing headaches with Lightspeed, migrating to Shopify may be your best bet to turn things around.

We spoke with brands who made the switch and recurring themes kept emerging. In this guide, you'll learn the six reasons ambitious brands who sell online and in person switch to Shopify's unified commerce platform to meet their needs today and as they scale.

# 6 Reasons Brands Migrate from Lightspeed to Shopify POS

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## REASON 1

# Nonstop innovation that keeps you at the cutting edge of commerce

While Lightspeed's attention is split between developing products for both the retail and hospitality industry, Shopify is laser-focused on building the best unified commerce platform on the planet, so you're always ready for what's next.

We built our ecommerce platform and point of sale (POS) system in house on the same commerce kernel, so they work together seamlessly without APIs or middleware. Plus, brands that switch to Shopify benefit from our nonstop innovation, shipping over 100 product improvements and updates twice a year since 2021.\*

## The Shopify difference



Named a [leader in Digital Commerce](#) and positioned highest in ability to execute by Gartner™.



Named Customers' Choice in [2023 Gartner® Peer Insights™](#) "[Voice of the Customer.](#)"



Shipped 100+ product updates twice a year since 2021 for [Shopify Editions](#).

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We evaluated some of the old-school vendors, knowing we'd get the traditional POS that can handle some complexity right out of the box. But we would've sacrificed a ton of innovation if we hadn't stayed with Shopify POS.

*allbirds*

**Travis Boyce**

Head of Global Retail Operations, Allbirds

## REASON 2

# A native sync with the best ecommerce platform on the planet

APIs are vital because they allow you to extend the POS platform's built-in features. Former Lightspeed users report its APIs' inability to keep inventory levels synced online and in store during high-volume sales periods online. This leads to more frequent manual inventory reconciliation between the ecommerce platform and POS system. It may also increase the likelihood of overselling inventory. More importantly, it limits your brand's ability to capitalize during peak selling seasons.

Shopify POS integrates seamlessly with your Shopify site without middleware, so your data integrity is never at the mercy of unreliable APIs during high-volume transaction periods. Inventory, orders, products, reporting, and customer insights are centrally managed from one back office. This can help to drastically reduce time spent reconciling systems, and enables you to focus on growing the brand online and in store without being held back by frustrating limitations or infrastructure gaps.

## The Shopify difference



Fully integrated ecommerce and POS system—no APIs required.



Unified reporting dashboard that makes it easy to monitor your website and retail stores.



An integrated order management system that works across stores, warehouses, and 3PLs, making for simplified supply chain management.



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With Shopify, we can sell with confidence knowing the inventory availability we show customers online is accurate, and the inventory levels our staff see in the POS system are, as well.

mister zimi

**Felix Ilett**

Head of Sales, Mister Zimi

REASON 3

## Straightforward omnichannel fulfillment across all store locations

Lightspeed's native omnichannel fulfillment capabilities are limited and vary depending on which ecommerce platform you use. This can lead to problems with overselling, stockouts, and customer satisfaction. It may also increase the likelihood of having to enlist developers to build custom solutions, which can increase your total cost of ownership.

Shopify's unified commerce platform makes it easy to fulfill omnichannel orders without putting up with complicated workflows, clunky workarounds, or costly custom development. Available inventory quantities update simultaneously on your ecommerce site and POS system, ensuring you never accidentally oversell items that are either out of stock or committed to another order. And with native endless aisle capabilities, store associates can offer customers the ability to purchase out-of-stock items from other locations without initiating store transfers. Just close the sale on the spot and ship the order from whichever store location or distribution center has inventory on hand.

These built-in omnichannel workflows help ensure fewer sales are lost due to product unavailability and improve customer satisfaction through exceptional in-store service.



## The Shopify difference



Email [shopping carts](#) to better support shoppers who discover and evaluate products in store, and purchase online later.



Display real-time [store pickup availability](#) online across up to 1,000 store locations without the risk of overselling.



Use [ship-to-customer fulfillment](#) to ensure shoppers who are ready to buy don't leave your store empty-handed—even if you're out of stock.



If you look at our trajectory over the years, things really started to pick up after we migrated from disparate systems—Magento and Lightspeed POS—to Shopify. Now, we have all the tools we need to provide a seamless omnichannel experience and serve more customers better, no matter where they shop with us.



**Curtis Ulrich**

Director of Ecommerce, Aviator Nation

### REASON 4

## Centralized customer data you can put to work faster

Brands previously using Lightspeed report having difficulty driving loyalty as a result of customer data being siloed in both their ecommerce platform and POS system. Profiles have to be manually merged and reconciled before brands have a holistic view of customer purchase behavior and preferences, which is both time-consuming and prone to error.



Shopify centralizes customer data collected online and in store, so you have a complete view of customers' digital and physical interactions from a single database that requires zero maintenance. Brands get holistic insights into buyer behavior faster and can spend more time creating continuous, one-to-one customer journeys that drive loyalty and lifetime value—not reconciling data sets.

## The Shopify difference



Unified customer profiles directly in Shopify POS, so your staff can view online and in-store purchase history and account notes to deliver more personalized service.



Segmentation tools that enable you to group customers who share similar characteristics together for more efficient and personalized retention marketing.



Intuitive reports for you to easily see your customer retention rate over time, online and in store.

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Unified customer profiles have helped our email marketing significantly. Now, we can send emails to shoppers and draw attention to products that reflect what they like with confidence. We know we have enough inventory to support demand for the products we market, and that we aren't sending three of the same email to one person as a result of disconnected customer profiles.

*elph* CERAMICS

**Sophie Rankine**  
Co-Founder, Elph Ceramics

## REASON 5

# Extend POS capabilities as your brand grows

Lightspeed's open API claims to make the platform flexible and customizable, but its limited selection of apps, extensions, and service partners falls short for brands seeking rapid and cost-effective growth. And, with approximately 150 development and service partners in the Lightspeed ecosystem as of December 2023, brands are often on their own when it comes to building bespoke POS capabilities.

In contrast, Shopify's partner ecosystem supercharges brands' ability to build holistic buyer experiences. Whether through Shopify's [flexible components and APIs](#), the ability to build bespoke workflows using [POS UI extensions](#), or the mere size of [Shopify's Partner Network](#)—there's no limit to what you can build.

## The Shopify difference



8,000+ apps available through the [Shopify App Store](#).



10,000+ development, design, and marketing partners who specialize in servicing Shopify brands of all sizes—from SMBs to the Fortune 500.



[Components and APIs](#) that make it easy to connect Shopify to your favorite business tools.



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Shopify is flexible and easy to customize whether through apps or custom development done by our in-house engineering team. There are many accessible pathways to add functionality.



**Alexandra McNab**  
Chief Operating Officer, Bared Footwear

#### REASON 6

## Best-in-class support whenever you need it

Brands that moved on from Lightspeed cite having difficulty getting timely support.

Shopify is committed to helping you grow your business and navigate the challenges you face along the way. Our support team has a deep expertise across the entire product suite, so you can resolve issues by talking with just one representative by phone, email, or live chat, 24/7.

We're also innovating how you can get real-time support with [Sidekick](#)—an AI-powered commerce assistant that's built directly into Shopify's back office and coming soon to select brands for early access. Equipped with extensive knowledge of Shopify's products and context-aware data, Sidekick delivers personalized and relevant help in the same place as where you manage your business.

### The Shopify difference



24/7 technical support by phone, email, or live chat.



Platform knowledge and industry insights through the merchant success program.



Connect with other brands and service partners through the [Shopify Community](#).

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Shopify POS has unlocked omnichannel experiences for us, like seamlessly bringing up a customer's online purchases in a retail store. POS is also reliable and user friendly, allowing us to spend more time building differentiating features for our business and less time on tech support.

***Glossier.***

**Sandy Jeong**

VP Digital, GLOSSIER



# About Shopify POS

From opening record-breaking pop-ups to operating hundreds of stores around the world, Shopify POS provides brands with unmatched scalability, reliability, and flexibility. It's built from the ground up to offer seamless multichannel shopping experiences to customers and streamline omnichannel workflows for staff.

Shopify POS also powers some of the world's most innovative businesses, from high-volume, multi-store brands to Fortune 500 brands like Crate & Barrel, Glossier, Forever 21, Stüssy, and STUDS.

Brands trust Shopify POS to run their retail operations because of its award-winning modular hardware, reliable payment processing, extensible software, and intuitive customizability. Get key omnichannel tooling out of the box, install trusted apps to extend its capabilities, and integrate Shopify POS with your existing commerce stack for centralized orders, inventory, customer insights, and reporting.

Talk to our team today to learn how Shopify POS can elevate your store experience and streamline operations—whether you have one store or 1,000.

[Let's talk](#)

