

Future-Proofing Agrotech Retail through AI & Shopify (Technical Outlook)

How a leading NZ fertilizer company achieved \$1M growth in less than a year, through composable architecture & AI-driven customer engagement.

\$2M

Revenue Target (Year 1)

30+

Features Deployed

Zero

Downtime Events

3

Environment Setup

1 The Problem Statement

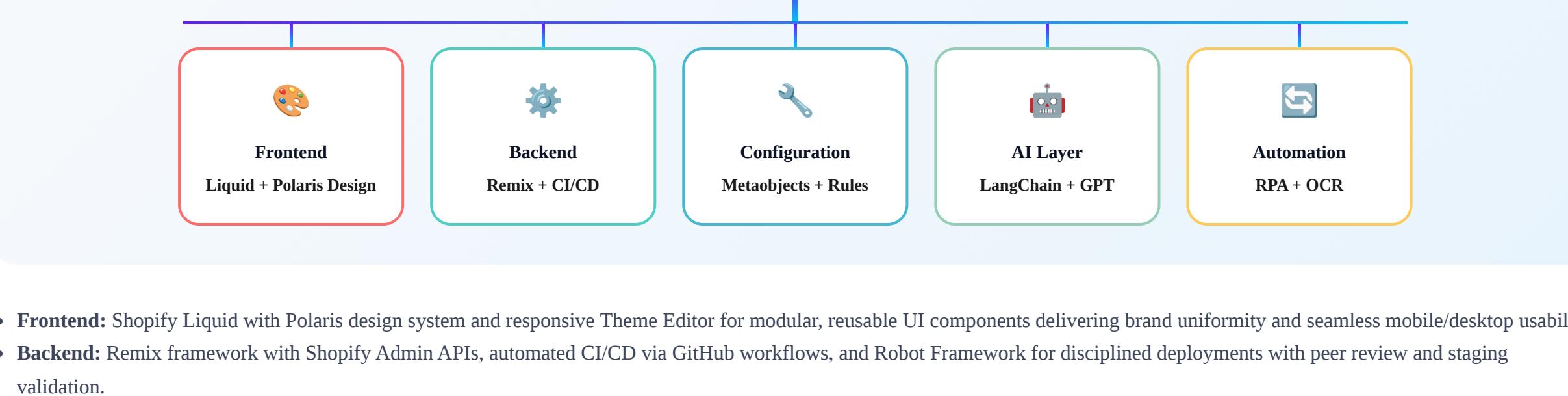
A leading New Zealand fertilizer company, expanding its agronomy commerce platform, struggled to scale its Shopify ecosystem for complex agricultural needs. The storefront suffered from inconsistent design, fragmented layouts, and poor mobile optimization due to the absence of reusable UI components. Product discovery was limited, with weak filtering and no semantic search for agronomy-specific queries.

Operationally, Shopify's default setup could not handle bulk fertilizer rules where pricing, discounting, and availability vary by region, customer type, and product mix. The lack of standardized workflows, version control, and CI/CD pipelines led to production conflicts and rework. Key business functions such as bulk gift card generation, logistics coordination, and personalized recommendations were missing. Customers also lacked intelligent digital support for fertilizer selection and common queries, increasing strain on internal teams.

Key Challenge: Manual processes and fragmented systems were preventing scalable growth in the competitive agritech market.

2 The Transformation Blueprint

The company partnered with airbridge to modernize its Shopify ecosystem into a modular, scalable, and automation-first commerce platform tailored for agrotech. The engagement focused on five transformation pillars:

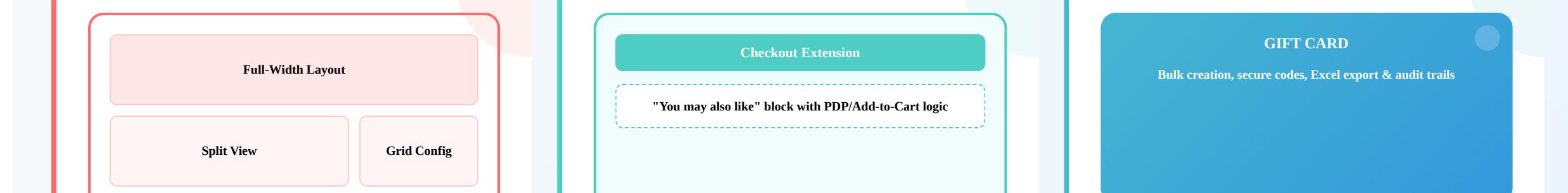


Impact: This blueprint empowered non-technical teams to manage storefront logic and content, while devs focused on governance, CI/CD, and scalability thus establishing a sustainable cycle of innovation.

3 Innovation Architecture

The modernization followed a composable, iterative architecture — delivering rapid releases while ensuring stability and scalability. Capabilities were introduced, tested, and refined in short feedback cycles with production telemetry guiding improvements.

Shopify Liquid Polaris Design Remix Framework LangChain ReAct GPT-4o-mini OpenSearch BGE Reranker GitHub Workflows Robot Framework Metaobjects RPA + OCR



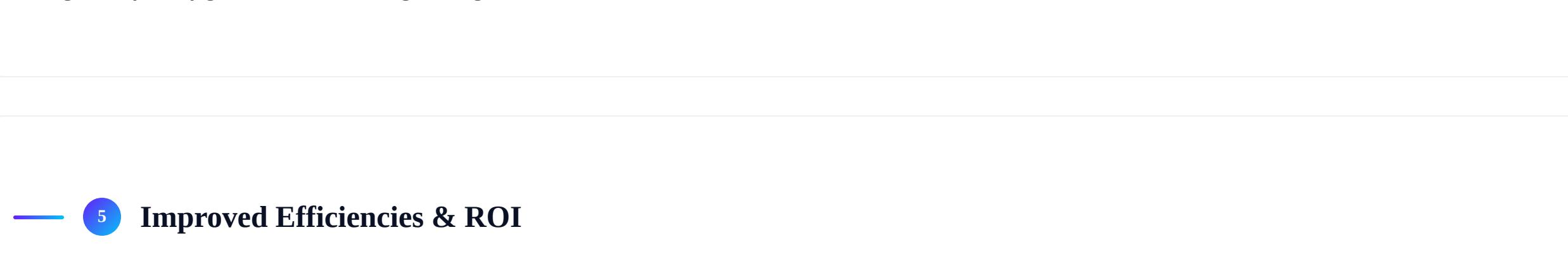
- Frontend:** Shopify Liquid with Polaris design system and responsive Theme Editor for modular, reusable UI components delivering brand uniformity and seamless mobile/desktop usability.
- Backend:** Remix framework with Shopify Admin APIs, automated CI/CD via GitHub workflows, and Robot Framework for disciplined deployments with peer review and staging validation.
- Configuration:** Metaobjects and metafields decoupled business logic, enabling low-code updates and environment-specific rules for complex fertilizer pricing across regions and customer types.
- AI Layer:** LangChain (ReAct Agent) with GPT-4o-mini, OpenSearch, and BGE Reranker powering contextual search and agronomy-specific fertilizer recommendations with conversational support.
- Automation:** RPA with OCR for Mainchain logistics sync, workflows for bulk gift card generation, audit trails, and automated tracking status updates.

Achievement: This incremental delivery model enabled continuous innovation—deploying 30+ features in the first year without major rework or downtime.

4 Implementation Process

Development was restructured around GitHub version control with a disciplined three-environment setup (Dev, Pre-Prod, Production). Feature branches underwent peer review, staging validation, and weekly scheduled deployments with automated sanity checks.

Modular components were introduced to reduce engineering overhead:



Automation extended beyond the storefront, with RPA syncing Shopify orders to Mainchain logistics via OCR to extract tracking status and update Shopify metafields, tags, and audit logs.

The AI chatbot, built on Agentic RAG, embedded fertilizer data into a vector database for precise retrieval and conversational responses. Langchain's AgentExecutor wrapped the chatbot with message history, safety guardrails, and streaming UI integration.

5 Improved Efficiencies & ROI

Revenue Impact: Within its first operational year, the storefront is on track to exceed NZD \$2M in revenue, with clear efficiency and experience gains across teams and customers through reduced engineering effort, accelerated deployments, enhanced customer satisfaction, and empowered business teams.



Long-term Value: This transformation established a repeatable, data-driven development model, enabling continuous innovation without compromising stability or scalability.