

Your eCommerce Platform Recommendation

Buy an All-In-One-Solution

We recommend buying an All-In-One platform. With an All-In-One platform, you will be able to:

- Launch your store under rigid timelines
- Develop your store without the help of an agency or partner
- Leverage out-of-the-box themes and templates to design your storefront
- Leverage simple configurations and settings such as SKU variation, multi-currency, multi-language, tax variations by state, etc.
- Leverage all eCommerce functionality via one vendor

Examples of All-In-One platforms that may be right for you include:

- Shopify
- Magento
- Salesforce Commerce Cloud

It is possible to configure All-In-One platforms to achieve more advanced capabilities. However, it requires a painstaking amount of time and adds additional complexity to the system, which increases the risk of your store breaking when making changes in the future.

Your Frontend Recommendation

As your best-suited platform is an All-In-One platform, you will have the benefit of having your frontend offering be included in your platform. You will not need to choose an external frontend.

Main Third Party Recommendations

In addition to your backend and frontend, there are also 3 main third-party integrations we recommend to enhance your user experiences.

Payment Gateway

You should consider investing in a flexible Payment Gateway. By allowing your buyers to choose from all the popular payment options and the option to purchase now and pay later, you can decrease the number of abandoned carts and increase the average order value by as much as 85%.

Examples: Elastic Path Payments, Stripe, Paypal, Braintree

Search Engine

You should consider investing in an advanced Search function. It ensures that website visitors find what they need more quickly so you can sell more products, offer more services and yield more satisfied website visitors who will likely come again.

Examples: Algolia, Coveo, ElasticSearch, Bloomreach Product Information Management

Product Information Management

You should consider investing in a robust Product Information Management system. The PIM thoroughly simplifies the process of creating, managing, and using product information and 3 specifications for online and offline catalogs so you can provide superior product experiences, support omnichannel marketing and increase overall conversions

Examples: Salsify, InRiver, Akeneo

Of course, this is not an exhaustive list. However, we can discuss your unique requirements and help you to better compose your eCommerce ecosystem that will best suit your needs.