

Your eCommerce Platform Recommendation:

Build & Buy

We recommend a combination of buying and building. This will either include staying on your traditional all-in-one platform while slowly incorporating best-of-breed third-party vendors, or leveraging a Composable Commerce solution that is equipped with instant-on, commerce-enabled integrations. With this option you will be able to:

- Reduce your cost to build a multi-vendor solution by 60%.
- Increase speed-to-market from months to weeks
- Customize your commerce solution to fit your specific business strategy
- Leverage a best-of-breed approach while maintaining the out-of-the-box functionality you need

Examples of these platforms include:

- Salesforce Commerce cloud (All-in-One)
- SAP Hybris (All-in-One)
- Big Commerce (All-in-One)
- Elastic Path (Composable Commerce)

If you choose to go with this route, it is highly recommended that you partner with a systems integrator if you don't have an in-house team. The pre-built solutions provided from each platform will be a starting point which you will have to customize to fit your unique needs.

However, one of the most significant advantages of embracing a composable approach with Elastic Path is that we help de-risk your composable project with our solution Composer.

Composer consists of:

- Integrations Hub - a library of instant-on, no-code integrations fully managed and hosted by Elastic Path
- Builder - a low-code integrations builder empowers users to build business functions and integrations with (almost) anything using a library of 100+ components and 1,500 actions
- Monitor - a self-service, unified monitoring dashboard with proactive alerting on integrations operations, including event tracking and log monitoring

Coupled with a modular architecture, a composable approach helps you drastically reduce implementation costs, increase speed-to-market, and outpace competition with the flexibility to create differentiated experiences

Your Product Data and Catalog Management Recommendations

The product data and catalog management is the core of any commerce solution. Having a rigid, inflexible product data and catalog structures means you're likely spending time and money on custom hacks and development time when merchandising products which can wreak havoc on your data integrity. That's why we recommend you leverage Elastic Path's Product Experience Manager.

Product Experience Manager combines commerce PIM, catalog designer and unequaled merchandising capabilities in one solution which empowers merchandisers to create differentiated experiences without custom development work. By redesigning underlying data structures including separating product data from pricing data and rethinking catalog management and merchandising capabilities, we give brands complete freedom to design the product experiences their customers expect, from loyalty program pricing to shop-the-room experiences to complex dynamic bundling - without custom hacks and expensive development projects

This means you'll be able to launch experiences like dynamic bundles, catalog hot swaps, and merchandising 1000s of variations without having to put in an IT ticket. By eliminating the need for data hacks and custom development work, merchandisers are empowered to create the revenue-generating experiences they dream of WITHOUT having to ask for more time, budget, or resources. Plus, you can go-to-market faster without having to wait on IT, while IT can spend time on more innovative projects

Your Frontend Recommendations

Your best-suited frontend solution will be a frontend that allows your team to make changes on the fly without the need of a frontend developer. We recommend looking into a Frontend-as-aService (FEaaS). This technology allows you to build and design your features and their functionality, such as shoppable landing pages and storefronts for your product, using minimal coding.

In the past brands who wanted to build a frontend while leveraging a composable commerce solution were left with 2 choices:

- Custom developing a frontend from the ground up OR
- Leveraging alternative FEaaS products that do not have deep personalization woven in and instant-on integrations

But now Elastic Path's CX Studio provides business users the tools to rapidly launch turn-key storefronts and shoppable landing pages that drive conversion and revenue WITHOUT reliance on IT OR compromising on the quality of experiences.

CX Studio is platform agnostic, meaning that it can be utilized with any other platform. So, if you like, you can choose to stay on your all-in-one platform, while leveraging our high-performant and merchandiser friendly frontend that accelerates growth and customer engagement.

Some additional feature-rich capabilities to boost s include:

- 30+ one-click integrations
- No code visual editing
- Data-driven personalization & dynamic content
- A/B Testing
- Revenue analytics
- Media management and access to millions of stock images and videos
- Component development interface and NoML markup language
- Full featured blogging engine
- Multi-site management
- Form builder
- SEO tools and tracking

Payment Gateway

You should consider investing in a Payment Gateway that can handle the unique complexity of your business. By giving your buyers the option 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 average order value by as much as 85%. Elastic Path Payments is a best-in-class payment processing solution powered by Stripe with concierge-level service, full price transparency, and no hidden fees.

It empowers any commerce business to deliver the seamless check-out experience its customers expect across all touchpoints and channels.

The product works seamlessly with other products in the Elastic Path Composable Commerce family and you can benefit from the price advantage that we are able to offer as a high-volume provider.

With comprehensive support for all types of payments from card-on-file to mobile wallets to tap-to-pay and more, you will be able to minimize abandoned transactions and maximize revenue capture. You can also be confident that they your brand will have the best fraud protection available. In addition, Elastic Path Payments supports one-click checkout which increases conversion rates by over 7% for known customers and drastically reduces cart abandonment.

Main Third Party Recommendations

In addition to your backend and frontend, there are also 2 main third-party integrations we recommend to enhance your user experiences. 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

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

As mentioned earlier, Elastic Path's Integrations Hub allows you to utilize a library of no-code, instant-on integrations to get you up and running quickly.