



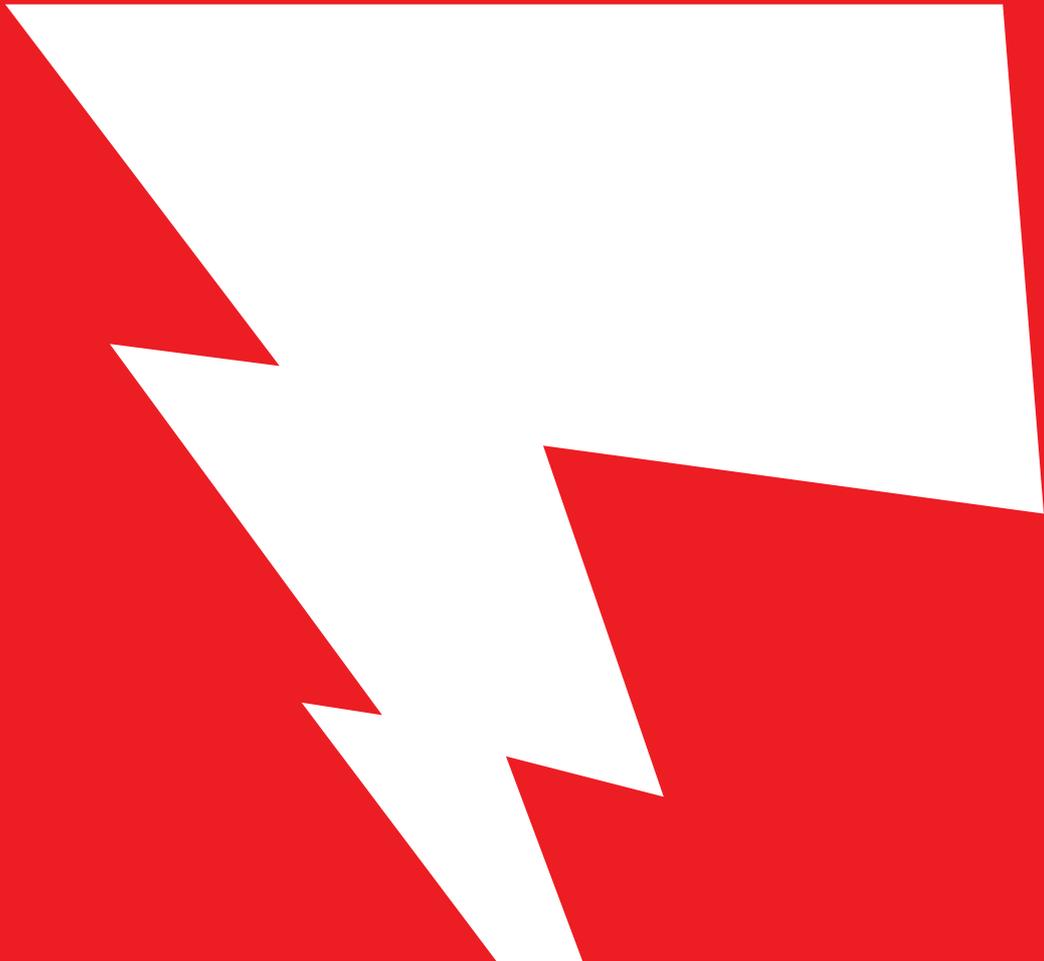
Power
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A CHEAT SHEET FOR CHOOSING YOUR NEW ECOMMERCE SOLUTION



A Cheat Sheet for Choosing Your New eCommerce Solution

Your eCommerce solution is the foundation upon which you build your digital presence, it is your Digital Flagship. With digital touchpoints providing increasing influence over customers' buying journeys (40% of in-store visits are influenced by digital touchpoints¹) investing in a (new) eCommerce solution is truly a strategic decision. It is not only about technology that supports you today, but supports your growth. Here are eStar's tips on choosing the right solution.

1. CHOOSE A SOLUTION THAT BEST SUPPORTS YOUR DIGITAL AND BUSINESS STRATEGY

Discovery is the first step in the customer's purchasing journey. Your eCommerce solution must be able to optimise SEO to leverage traffic to your website, to maximise discoverability of your brand. It must be device-responsive and device-adaptive to ensure the best brand experience and customer journey across all devices². The solution must support omni-channel retail: a seamless customer experience and a 360-degree customer view, no matter the sales channel. Customers must be able to buy online with the ability to pick up in-store, use mobile in-store to research or make a purchase, or buy in-store and initiate a returns process online³.

2. CHOOSE A PLATFORM THAT WILL SCALE WITH YOUR BUSINESS

Scalability goes beyond seamlessly and reliably handling current peak seasonal requirements. It must support your eCommerce requirements as you grow and add complexity; grow existing markets, establish new brands, and expand internationally⁴.

3. CHOOSE A PLATFORM THAT IMPROVES BUSINESS AGILITY

84% of leaders believe disparate legacy systems impact the speed of development of new digital experiences, while 25% find it difficult or very difficult for third-party integration with their existing systems⁵. Many legacy systems are business-critical and cannot be replaced overnight, nor are organisations looking to replace them. Your eCommerce platform must be flexible and adaptable to accommodate your requirements.

An open architecture, with a solution roadmap tailored to market requirements, ensures integrations and platform extensions are achievable with the least complexity.

4. CHOOSE A SOLUTION THAT SIMPLIFIES YOUR OPERATIONS

eCommerce platforms should be an out-of-the-box, end-to-end solution that provides the right functionality to reduce complexity – in integrations (do you really need separate modules for order management and fulfilment, and 10 feature extensions?); in daily operations (do your teams really need to login to multiple applications to perform tasks?); and in maintenance (do you really need to devote hours to testing hotfixes and security patches?).

BONUS TIP: CHOOSE A PARTNER WHO WILL WORK WITH YOU TO ACHIEVE SUCCESS

The eCommerce solution is but a tool to achieving your business goals. Online retail has moved beyond mere platform feature-and-function to focus on customer journeys, and the ability to successfully meet customer expectations – ease of use, accuracy, and timeliness of order fulfilment. You need a partner that lives and breathes Retail and eCommerce. A partner that understands your business, and will work with you to achieve your goals.

1. Navigating the New Digital Divide – Digital Influence in Australian Retail 2015, Deloitte
2. Check out eStar's Guide to [Designing Amazing Digital Customer Experiences](#)
3. Defining Omnichannel Retail, Bill Bishop for [www.brickmeetsclick.com](#), 16 September 2013
4. Check out eStar's Guide to [Global Expansion](#)
5. Executing Digital Transformation, PointSource 2017