



ECOMMERCE PLATFORMS: DON'T GET DRAWN INTO A FEATURES WAR!

Gartner and Forrester compile annual Magic Quadrant/Wave reports comparing ecommerce platforms. These reports do a great job of considering the features of these platforms and their application to business problems, as well as the focus and direction of the companies building them.

Despite all this information, many customers make decisions on platforms at the end of the day based on “gut feel”. We have seen small companies choose industrial strength platforms that they falter with, as they simply don't have the personnel to properly manage them. On the flipside, we have seen large companies choose niche platforms that they quickly outgrow.

In our experience, **feature and function are not the best way to determine the platform that is right for you.**

So, what are the right factors?

- **Alignment with vision.** If you need a basic product cart and checkout flow, there's no point buying a platform that provides a high degree of customisation. Conversely, if you have a vision that doesn't fit a basic product and checkout flow, buying a rigid platform designed for that won't suit your purposes.
- **Pricing Model.** If you are a small business with low online revenue, you won't want a high upfront investment/development project

ecommerce platform. Conversely, if you are an enterprise customer seeking a robust platform for today and tomorrow, you won't want to buy a platform that limits your creativity and ability to address your vision.

- **Performance and scalability.** If you take less than 200 orders per month, then buying a platform that is high performance is overkill. If you take 200 orders per hour, with peaks of 1000 orders per hour during peak sales periods, then being able to scale and perform are key factors to consider.
- **Flexibility and ease of integration.** If you are integrating in real-time with a number of core systems and other internet-based services, then a platform that allows you to build inbound and outbound services easily is needed.
- **Roadmap.** If you have a vision that is dynamic and continually innovates, a roadmap that captures, for instance, further investment in leading technology, will appeal.

Encouragingly, 90% of enterprise level ecommerce decision-makers view **'alignment with overall vision'** as important in platform selection.*

92% also view **'the ability to scale with growth'** as important.*

*Source: 2017 research commissioned by Salmon and conducted by Censuswide across UK, Germany and Benelux

This is an excerpt from Salmon's authoritative report “The Insider's Guide to Enterprise-level Commerce Platform Delivery”. Download the full report [here](#).