



# Selecting Your Next Ecommerce Platform

BY CURT BARRY

Literally billions of dollars are being invested annually in ecommerce Websites in the multichannel marketplace. The rate of replacement of Websites has been accelerating for years; often keeping a site for 3 years is considered a long time. But not all the investment is smart money.

In consulting with a client recently, we bid out a small company's Request for Proposal to four specialty developers. We got back bids that looked like they could all do the functionality but had a wide range of investment: \$35,000, \$88,000 and \$175,000. There was a wide variety of experience in the merchant's niche and what functionality was actually "out-of-the-box" vs. custom. A fourth was ruled out based on technology.

There are so many choices available to you. How do you decide which ecommerce platform best fits your needs? We asked dozens of Website development companies to contribute to this 2013 Ecommerce Vendor Round-Up. In the included matrix, you'll see a variety of information including typical order ranges for clients, general functions, and technology, business systems they integrate to, alliance partners and contact info.

The balance of this article discusses a structured methodology for selecting your next ecommerce platform provider and the RFP process that will insure success.



## Defining the RFP

We believe that through a competitive bidding process you get the best price (not necessarily lowest price), comparability between vendors and the best ideas from the vendors. As you start writing your RFP, think about what you're going to do to compare vendors and their responses. The side by side cost and functionality comparison is key to the decision making process. To get comparability you can't design the questions to be open ended.

## Vendor Short List

Do your homework in advance and determine a short list of vendors — maybe 3 to 5 — to send the RFP to. The matrix in this article will help give you a starting point for your research.



This vendor short list should be a product of research and a pre-qualification process that you and your team have done in advance.

### Instructions for Replying to the RFP

Spell out how you want the vendors to reply to your RFP. Stress confidentiality and get a signed Non Disclosure Agreement (NDA) in advance of receiving the RFP. State in the RFP who is the one person within your company one person and their contact information from your company for answering RFP questions. Give them a date to answer the RFP by, and ask them to reply back immediately as to whether they are going to submit a response or not. These things sound elementary but they are essential to getting a timely RFP response from a selected group of vendors.

### About Your Company and Objectives

It's important to tell the Website development company what you're trying to achieve with the new Website. Your Website may be outdated in terms of usability standards, navigation, internal search, loyalty club, cart abandonment, etc.

Additionally, what is the mission of your business? Describe your customer and the merchandise that you sell. Tell them what off-line media you use, average order size and value, who your customer is, etc. Briefly state the goals for the Website development project (e.g. improve usability; update design; increase sales through better graphics; be able to control content, pricing, etc.) within your company.

### Feature Function Set

This is where you should spend your time in the RFP to describe in detail what you feel are your requirements. One of the advantages to the Internet is that you can see what your competitors and the

## With so many choices available to you, how do you decide which platform best fits your needs?

industry leaders are doing. What are the features and functions that you see as requirements? Give the vendor specific features that you want and examples of sites that do this well. Ask the vendor to give you specific client examples back for each of these requirements.

For example, if you're an apparel company and you want to picture a model with the garment, do you want to mouse over the sample and see the model in the picture with the sample garment? Do you want to use zoom technology to see a garment's details? The standard vendor answer is that "we can do anything"; "we can customize everything". We think the key is to understand what the vendor's experience is and what sites they have developed before with these features you are looking for and how much is new ground for the developer.

Additionally, are these "out of the box", customizations or plug-in add-ons from the vendor?

Here are some of the features you may wish to address: Site "look and feel"; promotional pricing; personalization; loyalty clubs; trigger emails; integrations; etc.

You need to determine whether you want to give them access to your Google account or other analytics at this point in order for them to better understand your current site's analytics and activity.

### What Other Services Does the Vendor Provide?

There are thousands of Website development companies out there. Does the ecommerce vendor have consultants on staff (or alliances with consultants) that will assist your marketing promotions, help with increasing average order size,

decrease cart abandonment rate, improve SEO and organic search? Be sure to ask these questions in your RFP. These additional services and value-adds can be the differentiation and increase sales that to purely web development proposals don't show the advantage of one over another.

### Selection Criteria Process

Tell the vendor about the process for selecting the finalist and the timeframe for the decision making. Additionally, what is your desired time frame for the "Go Live" on the new site. What are the criteria you wish to tell the vendor you're going to use (e.g. experience with your product categories, timeframe, etc.) to make the selection. Ask the vendor to submit a high level project plan showing the major events from contract signing through "Go Live". What are the company resources that the vendor expects you will make available to complete the project within your timeframe?

The RFP should allow you to get uniform bids from the vendor short list. It becomes the basis for judging the vendor's capabilities, costs and ability to deliver.

### Not All Vendors Are For All Clients

Just like with all software, there are different tiers of vendors that are best suited for specific sizes of volumes, levels of complexity and functional needs of a company. E-commerce platforms are no different. Companies must understand what each vendor's "sweet spot" is and are the merchant's niches those the vendor short list vendors cater to and have great experience in.

There are some very strong ecommerce platforms that are managed by companies that have just a few dozen total employees



that are highly competitive with the largest providers. Again, your company needs to answer the questions of: How much risk do you want to take on? Are you comfortable with the size and capabilities of the organization? Can they weather economic downturns while also supporting a growing customer base?

### **Do You Want To Be First?**

There are many start-up ecommerce companies that are Value Added Resellers (VARs) and others that have entered the US market from Europe. Their level of experience may not be extensive or they may not be accustomed to ecommerce practices in the US, however they may offer incentives in order for you to select them as a partner. The incentives and the vendor direction may be something that interests your company, however you must perform the appropriate amount of due diligence and risk assessment to determine if one of these options is right for you. There may be extensive time delays or cost overruns if a software provider is using your company as a test for entering a new marketplace.

### **VARs – What Sets Them Apart From Each Other?**

How many installs do the potential vendors have within your product categories, feature functions that are your requirements, and in your marketplace

(e.g. consumer ecommerce). There may be hundreds of developers for a platform like Magento. But how many vendors truly understand, have developed and installed these systems? Additionally, a good measure of whether a vendor is satisfying their customers and taking care of them is customer retention. How many customers remain on support with the vendor? Or are the customers using other third-party programming shops to maintain the site? None of these are easy questions to get answers to, but they are essential to getting the site you want and that can be supported.

### **Site Characteristics**

Some retailers will be looking for a specialty ecommerce solution that focuses on a specific merchandise niche; while others may be looking for someone that focuses in on business to business sites. The needs of each retailer can be quite unique and should not be overlooked. Finding the vendor that understands these needs and can provide strong references that validate their capabilities is important.

When you are evaluating different ecommerce vendors you will need to make sure that they understand your business, your brand, the types of products and how the site must interact with customers. But it is important for them to show you examples of the type of functionality you are requiring and who they have implemented

that for. Do they understand the site look and feel that needs to be conveyed to support the brand? Companies will also find that some vendors are much better suited to various merchandise categories; such as fashion apparel.

For business to business companies, the needs can be dramatically different. Can the vendor support the types of discounting or contract pricing required? Do they have the ability to integrate to the customer account information including credit limits, available dollars for purchase etc. The level of integration for these companies is no less complex and just as important.

### **Integration to Backend Systems**

Over the years, we have found that the integrations to other solutions is very time consuming and fraught with development overruns. However, these integrations are extremely important to servicing the customer and delivering the highest amount of features and functions. Integrations are typically needed to one of two major solutions, these include OMS/ERP or WMS solutions — and to add-on solutions such as product reviews and customer ratings, gift cards, gift registries, video/rich media, credit card processors, and address verification, etc.

It is vital that each integration be reviewed and discussed with each vendor to understand the frequency and timing of data movement in each integration point. Real time integrations sound appealing until you understand the load that can be placed on the database etc. Companies will need to balance the cost of each integration, with the performance impact and effect on the customer experience.

As you develop your site, you also need to decide which is the “system of record”, the order management system or the Website? If the concept includes a product information management system; is it a standalone system or contained within the Website?



## Finding the vendor that best understands your needs, and can provide strong references that validate their capabilities, is important.

### SaaS vs. Perpetual License

Companies must determine which license model is most appropriate for their business. In the ecommerce world there are a few options available such as Software as a Service (SaaS) vs. a perpetual license. Some companies opt for a perpetual license based on their business needs and/or IT capabilities and direction, other companies would benefit from a SaaS model. In either case, companies need to understand the limitations with each model. For instance, some SaaS oriented platforms don't allow individual companies to have custom programming — it is the same code base for all installs. This situation might pose significant problems for your company based on the functional requirements.

Another aspect that each company must quickly understand is whether or not the license model being presented also includes a provision in which a percent of the revenue generated is owed back to the vendor for the life of the agreement. This needs to be factored in to the total cost of ownership to understand how each model affects the overall purchase price and ongoing year over year costs.

### Website Hosting

Website hosting is one of the most critical decisions in the process. When selecting a hosting partner there are several factors that must be considered such as what type of redundancy and failover does each vendor offer. For many businesses it is not enough to have redundancy within a single server or even location. Companies are looking for failover solutions on more than one server at more than one datacen-

ter. How will your new hosting company be able to help you deal with unexpected traffic spikes? Does the hosting company have other options available such as cloud hosting — is this option right for your site? Website security is just as big of a concern; you will need to fully understand the capabilities of each hosting company and how they will protect your customer data. Is the hosting provider truly PCI/PA-DSS compliant with proof of certification?

### Internal Control vs. Vendor Modifications

Often time's companies leave one ecommerce solution for another because of scalability issues, other times it is due to the high cost of maintaining the site and how everything must be done by the vendor. Companies are more frequently looking to be able to modify most everything themselves, or at least have the option to do so. This includes being able to change the position of objects on a page such as font sizes and colors, customer ratings and reviews, or the size and number of product images, posting videos etc.

Other aspects that are important are being able to setup new products, categories, offers or promotions without having to have the vendor involved. Companies want the option of being completely self-reliant and reduce operating expenses, but also have the option of going to the vendor when more resources are needed, when necessary.

### Out of Box vs. Customization

Companies that are looking to replace their ecommerce solution may find it to

be a daunting task at times to differentiate by vendor the functionality that is currently available “out of the box” vs. what could be developed. Anything can be developed with enough time and money, but separating these modifications out is an important step in the due diligence process. Understanding the deliverables from a timing and cost perspective is something that should be detailed prior to contracting with your preferred partner.

### Summary

There are many site developers in our marketplace. Be diligent and verify the vendor's capabilities. Follow up on the data and information that is in the proposal regarding the platform's capabilities; the number of active and supported installs especially in your merchandise categories; “out-of-the box” functionality, etc. Be sure to check references. Did the site developer deliver on their promises and increase your sales? Was the project delivered on-time and within budget?

---

*Curt Barry is president of F. Curtis Barry & Company ([www.fcbco.com/services](http://www.fcbco.com/services)), a national consulting firm specializing in ecommerce platforms, order management systems and enterprise resource planning (ERP) systems. [cbarry@fcbco.com](mailto:cbarry@fcbco.com). 804-740-8743.*







**Company Background Information**

Company Name	Ability Commerce	Americaneagle.com	Bridgeline Digital	BroadVision, Inc.	CommerceV3, Inc.	CTS	CurveCommerce, LLC	Commerce-Server.Net	Demandware, Inc.	Digital River, Inc.	Double Prime, Inc.	DydaComp	GoECart	Intershop	Jagged Peak	JDA Software	Kalio	MarketLive	Meridian E-Commerce	NetSuite, Inc.	PBD Worldwide Inc.	SiteForm, Inc.	SpeedFC, Inc.	Volusion, Inc.	Warwick Fulfillment Solutions		
Solution Name	SmartSite	idev Commerce	iAPPS Commerce	K2 e-business platform	CommerceV3 (CV3)	CTS Platform	CurveCommerce Multi Channel Integrated Websites	Commerce Server	Demandware Commerce	Global Commerce	unnamed	Multichannel Order Manager (M.O.M.); SiteLINK and Freestyle Commerce	GoECart 360	Intershop 7	EDGE	All Channel Commerce	KalioCommerce	MarketLive Intelligent Commerce Platform	End to End E-Commerce Platform	NetSuite	PBD eCommerce	unnamed	SPEED commerce	Volusion	Various platforms used		
Year Company Founded	1999	1978	2000	1993	1998	2004	2010	2011	2004	1994	2000	1986	2000	1992	2000	1985	2001	1995	1978	1998	1976	2000	2000	1999	2009		
First Year Solution Released	1999	1999	2009	1995	2001	2005	2010	2000	2004	2001	2000	1986	2003	1995	1999	1999	2010 (second generation platform)	2000	2006	1998	2002 (v1), 2006 (v2), 2008 (v3), 2011 (v4), 2013 (v5)	2000	2006	1999	SiteLINK was launched in 1998		
Most Recent Version Number	12.03	5.4.0	iAPPS 5.0	BroadVision 9	SaaS so no version	CTS 4	Various, Magento, Drupal	10.1		N/A	3	Version 8.05	3.2	Intershop 7	EDGE 6i11	13.1	Software is continuously updated / SaaS model	5.9.6 (5.9.7 in Spring)	Released in 2012	2013.1	4	2013	SPEED commerce IRP: 5.1; SPEED commerce ATG: 10.1.2	Volusion 13 (V13)	SiteLINK version 7, however we support multiple web platforms		
Contact Name	Jessenia Azcue	Ashley Daniels	Brian Bolton	Karen Cohen	John Rinehart	Tom Daly	Bob Noren	Wayne Smith	Nathalie Bishop	Kristin McKenzie	Michael Tarquinio	Laura Hills	Manish Chowdhary	Margaret Rea	Vince Fabrizio	Stacey Ramirez	Craig Samford	Paige Mazzoni	Steven Puchalsky	Lisa Schwarz	Klaus Feldam	John Deneen	Robert Jacko	Molly Sylestine	Chris Mushinsky		
Contact Phone	(561) 330-3151 x 3168	847-699-0300	781-497-3013	650.295.0716 x7174	912-964-7848	646-925-0354	312.268.4121	819.966.0709	978-518-4558	952-253-1234	800-718-9330	973.237.9415	(203) 336-2284 x202	415-844-1500 or +1 (888) 800-9046	813-637-6900	480-308-3097	408.550.8072	707-235-8332	908-400-0332	650-627-1400	770-280-4034	773-334-8030	214-258-0146	512-605-2351	410.943.0696 ext. 106		
Contact Email	JesseniaA@abilitycommerce.com	ashley.daniels@americaneagle.com	bbolton@bridgeline.com	karen.cohen@broadvision.com	john@commercev3.com	tdaly@creathgroup.com	bnoren@curvecommerce.com	info@commerce-server.net	nbishop@demandware.com	kmckenzie@digitalriver.com	michaeltar@doubleprime.com	laura.h@dyda.com	mchowdhary@goecart.com	mrea@intershop.com	vfabrizzi@jaggedpeak.com	Stacey.Ramirez@jda.com	csamford@kaliocommerce.com	pmazzoni@marketlive.com	stevep@meridianet.com	lschwarz@netsuite.com	Klaus.feldam@pbd.com	john@siteform.com	rjacko@speedfc.com	PR@volusion.com	chris.mushinsky@warwickfulfillment.com		
Website	www.abilitycommerce.com	www.americaneagle.com	www.bridgeline.com	www.broadvision.com	www.commercev3.com	www.ctsplatform.com	www.curvecommerce.com	www.commerce-server.net	www.demandware.com	www.digitalriver.com	www.doubleprime.com	www.dyda.com	www.goecart.com	www.intershop.com	www.jaggedpeak.com	www.jda.com	kaliocommerce.com	www.marketlive.com	Meridianecommerce.com	www.netsuite.com	www.pbd.com	www.siteform.com	www.speedfc.com	www.volusion.com	www.warwickfulfillment.com		
Total Number of Employees			230 total	200+ total	20-30 total		25 total	ND	298		95		20									11 Total			48		
Development	57	115	30			20	15	ND		550	65		5	250+	20	2,934							1	6	80	73	3
Support	42	75	20			15	5	ND		340	15		6	150+	20	741							6	3	50	95	3
Sales	6	20	24			7	3	ND		330	1		4	50+	4	590							2	1	4	63	2
Admin and Other	12	25				5	2	ND		230	14		5	50+	102	548							200+	1	600+	175	40

**Product Information**

Company Name	Ability Commerce	Americaneagle.com	Bridgeline Digital	BroadVision, Inc.	CommerceV3, Inc.	CTS	CurveCommerce, LLC	Commerce-Server.Net	Demandware	Digital River, Inc.	Double Prime, Inc.	DydaComp	GoECart	Intershop	Jagged Peak	JDA Software	Kalio	MarketLive	Meridian E-Commerce	NetSuite, Inc.	PBD Worldwide Inc.	SiteForm, Inc.	SpeedFC, Inc.	Volusion, Inc.	Warwick Fulfillment Solutions		
What is the total number of installs on solution?	31	Around 400 on various versions of the platform. Americaneagle.com is currently on the 5th version of our platform.	There are over 5,000 websites deployed on the iAPPS Platform. Approximately 20% are running iAPPS Commerce.	Not given	350+ live	20	Magento has over 100,000 installs	100+	156 Live Customers and 630 Live Sites	multi-tenant solution, one instance	130	10,000	210	500+	116	85	100+	N/A, we are a SaaS solution	16,000	10		18 active clients			SPEED commerce IRP: 10; SPEED commerce ATG: 4; In addition to SPEED's proprietary platform, IRP, SPEED implements the Oracle Commerce ATG/Endeca Web platform.	Over 40,000	DydaComp's SiteLINK is a customizable software solution that is tightly coupled with Warwick's OMS. Additionally, Warwick works with its clients to support the solution that fits the clients' business model. As such, our team is experienced in multiple e-commerce solutions including WebLinc, Magento, VIRID, Big Commerce, Zoovy and Shopify
What % of customers are B2C?	85	75%	55%	Not given	75-85%	100%	25%	60%		90%	100%	95%	80%	52%	80%	75%	90%	90%		25%	75%	90%	95%	Majority	80%		
Average annual order volume on solution?	425,000	A few hundred to millions per year	Our average commerce customer has approximately \$10,000,000 a year in online revenue - with an average order size of approximately \$250. This translates to 110 orders per day on a 365 day calendar year.	One example of a BroadVision eCommerce client is Grainger. During 2012, Grainger posted \$2.7 billion in eCommerce sales, representing 30 percent of total company sales and an increase of 23 percent versus the prior year.	8,300+ per store	50,000 to 100,000	70,000	From 100 per day to up to 55,000+ per hour		550,000	300,000+ per client per year	9,600	50-1,000	165,000	Avg is 500+; order volumes range from 10 to 10,000 day	400,000	Private			We do not report this	15,000	20,000		between 400,000 and 18 million annual orders	Approximately 1,200	Approximately 100,000	
What are your license options - SaaS or on premise model?	Hosted/PaaS	We have a one-time development fee for the implementation of the platform. We offer hosting and ongoing maintenance services after implementation.	iAPPS was architected to be both a true, multi-tenant SaaS product, as well as a stand-alone perpetual license.	Perpetual license plus annual maintenance in the On Premise model. We also offer hosting as a service.	SaaS only	SaaS/Developer Platform Hybrid	Perpetual, no up front fees. Annual License Fees dictated by Magento	On Premise	SaaS	SaaS	We prefer the SaaS model, but we do also offer product options	Both on premise and SaaS	SaaS	On-Premise. Dedicated Managed Hosted, Shared Hosted and SaaS	We offer both: SaaS (siload and shared) and License on premise.	Premise model (with cloud option)	SaaS Model	SaaS	SaaS	SaaS	SaaS, but can provide on-premise as well	SaaS	SaaS	SaaS	SaaS	On Premise	
Active customers on support?	27	300 current clients	100%	Not Given	350+	20	12	100+	156	40,000+	100%	2,000	200	90%	Approximately 100	95%	100%	Can't release	We do not report this	10	18	14		24 x 7 support available for all 40,000+ Volusion merchants	2		
What language is solution in?	Microsoft .Net Framework 4.0	Our solution is developed using the ASP.NET Web Forms framework, written in VB.NET	.NET	J2EE solution that is written using Java	LAMP	.NET/HTML5/JS	PHP	Microsoft .NET	Java	Java, .Net	Linux, Apache, Mod_Perl, OO Perl, PHP and Drupal	FoxPro for on premise and asp.net for SaaS	Microsoft Technology Stack (.NET, CH, ASP, IIS)	Java, XML	Cold Fusion, Java, T-SQL and JavaScript	Java	Microsoft Stack (CH .NET)	Java		English (US), English (international), Spanish (Latin America), Spanish (Spain), French (France), French (Canadian), German, Italian, Portuguese (Brazilian), Japanese, Chinese (Traditional), Chinese (Simplified), Korean, Thai, Russian, Dutch, Swedish, Danish, Czech	Ruby on Rails; JAVA	ColdFusion	IRP: PHP; ATG: Java	ASP.net	ASP.NET, CH, JavaScript		
What are the database options?	Sql	SQL Server 2005/2008/2012	SQL	Oracle, DB2, MS SQL, and MySQL Database out of box	MySQL	SQL Server 2005/2008	MySQL	Microsoft SQL Server	N/A	Microsoft SQL Server, Oracle Enterprise DB, Oracle MySQL, IBM DB2, and open source RDBMS technologies	MySQL, Oracle and MsSQL	SQL	Microsoft SQL Server	Oracle	Oracle, DB2 and most SQL compliant databases	Microsoft SQL Server and Oracle		Oracle, and soon Mongo	We provide an Oracle database	MySQL and MS SQL	SQL Server	IRP: PostgreSQL; ATG: Oracle	NA	SQL Server			



Feature Information																									
Company Name	Ability Commerce	Americaneagle.com	Bridgeline Digital	BroadVision, Inc	CommerceV3, Inc.	CTS	CurveCommerce, LLC	Commerce-Server.Net	Demandware	Digital River, Inc.	Double Prime, Inc.	Dydacomp	GoECart	Intershop	Jagged Peak	JDA Software	Kallo	MarketLive	Meridian E-Commerce	NetSuite, Inc.	PBD Worldwide Inc.	SiteForm, Inc	SpeedFC, Inc	Volusion, Inc.	Warwick Fulfillment Solutions
Full software suite out of box or customize functionality before deployment?	Out Of The Box	Our solution is based off of both options	We offer a combination of both.	Out of the box transaction and business process capabilities that can be deployed by the customer	Out of box functional	Out of the box capabilities but target market generally opts for individual customizations		Commerce Server ships with Site Templates, or it can be completely customized.	"A full software suite out of the box capable of processing transactions without having to develop the functionality."	It's a SaaS solution that is capable of processing transactions without the need to develop functionality.	Offer customization and out of the box on base platform	Full software provided out of the box	Yes. GoECart is a SaaS product	Out-of-the-box	Yes. The EDGE platform is sold as an entire suite for licensing purposes.	We start with a reference implementation framework and then understand the needs and customize the functionality prior to deployment	Offer both out of the box and customization	Out of the box, without having to develop the functionality		Out of the box	Three eCommerce models: 1) Basic (out-of-the-box); 2) Basic with customizations and possible integration to client back-end systems (CRM, Accounting, etc.); and 3) Customized.	Our model is to understand the needs and customizing the functionality prior to development	We have a full software suite that we customized to client needs.	A full software suite out of the box capable of processing transactions without having to develop functionality.	SiteLINK is an out of the box software with a high degree of flexibility which allows for customization to meet unique client requirements.
Can customers control:																									
a. Site design look and feel?	Yes	Yes	Custom process	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes, but changes are handled/maintained by PBD	Yes	Yes	Yes	Yes
b. Site navigation?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes, within certain constraints	Yes	Yes	Yes	Yes	Yes	Yes, but changes are handled/maintained by PBD	Yes	Yes	Yes	Yes
c. Page structure, placement of objects, buttons?	Yes	Yes	Custom process	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes, within certain constraints	Yes	Yes	Yes	Yes	Yes	Yes, but changes are handled/maintained by PBD	Yes	Yes	Yes	Yes
d. Check out screens and flow?	Yes	Yes	Custom process	Yes	Yes (some limits)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes, but changes are handled/maintained by PBD	Yes	Yes	Yes	Yes
e. Merchandise hierarchy and category structure?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes, but changes are handled/maintained by PBD	Yes	Yes	Yes	Yes
f. Pricing and discounting?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes, but changes are handled/maintained by PBD	Yes	Yes	Yes	Yes
g. Promotional offers?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes, but changes are handled/maintained by PBD	Yes	Yes	Yes	Yes
% of customers that use above customization?	75	95%	Less than 10%	Less than 20%	100%	90%	50%	Majority	100%	NR	95%	60%	20%	50%	100%	5%	100%	30-40%		99%	100%	100%	100%	Unkown	95%
What are customers not able to perform themselves and would require them to contact you?	N/A	All the above mentioned functions can be modified by the client, if they have the technical resources. Many of our clients don't have technical resources and marketing resources, and rely on us to help support/maintain and upgrade their sites.	Integration with third party systems - including Product Information Management Systems, Warehouse Systems, Order Management Systems, or ERP.	Normally the customer will use us or our partners for initial customization and deployment. However, going forward they will normally manage the application on their own, using BroadVision Management Center (BVMC).	Site design if they do not know HTML5		Complex Business rules and or integration with OMS	ERP and CRM functions for Order Management and Customer Service	Demandware provides clients a full development environment for clients to configure and customize their shopping experience to meet their needs.	If the functionality is not native to our solution, we have or are building APIs to integrate with other solutions.	Our software solution is based on open-source technology, meaning, with the right training or knowledge, the customer can take 100% of their sites build, maintenance or changes.	Some site design		the customer can have full control of the system and customizations	Customers have full reign of design capabilities.	Our customers can do everything themselves	None, but able to offer professional services when needed.	Customers can perform all functions themselves, but they also have the option to use services.	Need to contact us to purchase additional site licenses, if they want to publish additional websites (no limit)	In the next release of PBD's eCommerce solution, due in Q3 of 2013, clients will be able to create/maintain products/images/pricing as well as basic product catalog navigation.	The sites we develop are custom built. Additional functionality not included in the initial build (such as additional payment methods or new social media sources) are developed as requested	Custom Features and Functionality (i.e. functionality that is not built during the implementation or that is not available within the OOTB functionality.)	Anyone with the appropriate skills with CSS can make changes for the above listed functions.	The initial integration between internal systems and the web solution would typically require Warwick's support unless the client had in-house IT.	
Available Functionality:																									
a. Continuity?	No	Yes	No	Yes	Yes (minimal)	Yes	Yes - through extensions to base not coding	Yes	3rd Party	Yes	Yes	Yes	Via 3rd Party	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
b. Standing Order?	No	Yes	Yes	Yes	No	Yes	Yes, through customization	Yes	3rd Party	Yes	Yes	Yes	Via 3rd Party	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
c. Loyalty/Reward Program?	Yes	Yes	Yes	Yes	Yes	No	Yes, base	Yes	3rd Party	Yes	Yes, integration/licensing with 3rd Party required	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes, through a 3rd party MarketLive partner solution.	Yes	Yes	Yes	Yes	Yes	Yes
d. Call Center/Customer Service?	Yes	Yes	Yes	No	No	Yes, have a light OM tool that can be used by Call Center	Yes	No	Yes	Yes	Yes, integration/licensing with 3rd Party required	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
e. Chat?	Yes	No - integrate to 3rd Party software	Yes	No	Yes, through 3rd Party	Yes, through 3rd Party	Yes, extension, no coding	No	3rd Party	Yes	Yes, integration/licensing with 3rd Party required	No	Via 3rd Party	Yes	No - 3rd Party Integration	Yes - 3rd Party Integration	Yes	Yes, through 3rd parties such as Live Person	Yes	No	No	Yes	Yes	Yes	No
f. Gift cards/certificates/store value cards?	Yes	Yes	Yes	Yes	Yes	Yes	Yes, base	No	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes - 3rd Party Integration	Yes	Yes, either through native platform functionality or third parties	Yes	Yes, in form of promotion/discount codes	Yes	Yes	Yes	Yes	Yes
g. Store Inventory Availability?	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
h. Ability to Pick up in Store?	Yes	Yes	No	Yes	Yes	Yes	Yes, through customization	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes, through customization.	Yes	No	Yes	Yes	Yes	Yes	Yes
i. Responsive Design Option?	Yes	Yes	Yes	No	Yes	Yes	Yes, depending upon customer chosen theme	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes, in development	Yes	No	No	Yes	NA	Yes	Yes
j. Mobile Platform?	Yes	Yes	Yes	Yes, via Multi Touch Point Services	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
k. Tablet Platform?	Yes	Yes	Yes	Yes, via Clearvale	Yes, but Custom	Yes	Yes, depending upon customer chosen theme	Yes	Yes	Yes	Yes	Yes	Via 3rd Party	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
l. Search?	Yes	Yes	Yes	Yes	Yes	Yes	Yes, multiple options	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes - 3rd Party Integration	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
m. Customer Ratings and Reviews?	Yes	Yes	Yes	Yes	Yes	Yes - both inhouse and third party integration	Yes	No	3rd Party	No	Yes, integration/licensing with 3rd Party required	Yes	Yes	Yes	Yes	Yes - 3rd Party Integration	Yes	Yes	Yes	Yes	No. Due in next version (Q3, 2013)	Yes	Additional license required	Yes	Yes
n. Built-in Video Player?	No	Yes	Yes	Yes, via Clearvale	Yes, through 3rd Party	Yes	Integration with Youtube and others	No	3rd Party	No	Yes	No	Yes	Yes	Yes	Yes - 3rd Party Integration	Yes	No	No	No	No. Due in next version (Q3, 2013)	Yes	Yes	No	No but simplified ability to add YouTube videos to product is available
o. Streaming Service?	No	Yes	Yes	No	Yes	Yes	Integration	No	3rd Party	No	No	No	Via 3rd Party	No	Yes	Yes - 3rd Party Integration	Yes	Yes, through third party services	No	No. Due in next version (Q3, 2013)	No	Yes	Yes	Yes	No
p. Image Zoom?	Yes	Yes	Yes	Yes	Yes	Yes	Yes, base	No	Yes	Yes	Yes, integration/licensing with 3rd Party required	Yes	Yes	Yes	Yes	Yes - 3rd Party Integration	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
q. International Capabilities?	Yes	Yes, but normally integrate with 3rd party solutions regarding currency, taxes and addressing.	Yes	Yes	Yes, but Limited	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes, but no in the basic versions.	No	Yes	Yes	No



Integration Information

Company Name	Ability Commerce	Americaneagle.com	Bridgeline Digital	BroadVision, Inc	CommerceV3, Inc.	CTS	CurveCommerce, LLC	Commerce-Server.Net	Demandware	Digital River, Inc.	Double Prime, Inc.	Dydacom	GoECart	Intershop	Jagged Peak	JDA Software	Kallo	MarketLive	Meridian E-Commerce	NetSuite, Inc.	PBD Worldwide Inc.	SiteForm, Inc	SpeedFC, Inc	Volusion, Inc.	Warwick Fulfillment Solutions
Systems and solution you provide and support integrations for:																									
a. Order Management Systems/ERP	Our own OMS (Ability OMS), and Ecometry	Escalate (Ecometry), Retail Pro, MS Dynamics, MAS90/200/500, SAP, QuickBooks, Stone Edge Order Manager, Dydacom MOM, New Haven Software, MNP, AS400, custom solutions, and more	Oracle, SAP, Microsoft POS/RMS, Epicor, Blue Cherry, UPS Global Warehouse (Variant of Manhattan)	Built-in product catalog and order management system; have integrated with ERP systems like SAP, Oracle, i2, Siebel, JD Edwards.	Many systems	Multiple enterprise ERPs, global warehouses & logistics systems. WMS include JDE, Bergen, GSI, TripleFin, GCS, Visual2000, Nova	MS Dynamics, OB, Acumatica, MOM	SAP Siebel, Oracle eBusiness, JD Edwards, Dynamics	Sterling Commerce, Mainstreet Commerce, OrderMotion, Manhattan, Jagged Peak	SAP		Magento, Amazon, eBay, etc.		SAP, Oracle, JD Edwards, and many others	Our OMS has been integrated to multiple ERP / Financial Systems.	RedPrairie, Escalate, SAP, Microsoft, Customer AS/400 systems, etc.	Microsoft, Sage, CommercialWare, Red Prairie Ecometry, Order Motion, DataMann, InOrder, Mach, Fifth Gear, Mail Order Manager, Circle Commerce	KWIL, OOP, Order Motion, M.O.M., SAP, CommercialWare, Ecometry, Data-Pak, Mainstreet, Shopatron, GSI		We offer an all-in-one system. Partners have built integrations between NetSuite and Oracle, SAP, and others.		We can support any OMS system that accepts either a batch feed or is called via a web-based API.	SPEED order, Ecometry, JD Edwards, multiple WMS		
i. Batch or Real Time?	R/T	Both	Both	Both	Both	Both	Both, configurable	Both	Depends on the customer-selected implementation partner	Real Time	Both	Both	Real Time	Both	Both	Both, depends on what the business requirements are.	Both		Built-in to NetSuite. But integrations can be real-time	Both	Both	Real Time	NA	Batch	
b. Credit Card Processors	(Via our OMS) Chase PaymentTech - TransFirst - Authorize.Net - PayPros, Inc.	Amazon, Authorize.net, Chase Paymentech, Cybersource, First data, Google Checkout, International checkout, Little & Co. Merchant E-Solutions, Moneris, PayPal, Priority Payout, Shift4, SkipJack	CyberSource, Authorize.net, Website Payment Pros, etc.	Yes	Yes	Cybersource (international), PayPal, Authorize.net, SecureTrading, HSBC, Migs, Mitsu.	PayFlow, PayPal, Authorize.net, First Data	Integrations provided by regional implementation partners.	Adyen, Border-free, Computop, CyberSource, Dymatrix, GlobalCollect, Google Wallet, Klarna, Little & Co., PAYONE, PayPal, Skrill, Worldpay	Digital River World Payments	Yes	Authorize.net; First Data	Yes	Many global payment providers such as Cybersource, GlobalPay, PayPal, etc...	Authorize.net, Chase Paymentech, Cardinal, Little, TrustCommerce	Cybersource, PayPal, Chase Paymentech, First Data, etc.	All major and most minor payment gateways and processors including PayPal	Yes	Yes	CyberSource, Merchant eSolutions, WorldPay, Secure Pay	Yes	Yes	Authorize.net, PayPal, Paymentech, Fifth Third (Vantiv), CyberSource, Retail Decisions, ADS for private label cards.	Authorize.net, Google Wallet, Merchant Partners, Network Merchants, CyberSource, Link-Point Secure, Paymentech, PayPal, PayPal PayFlow Pro, Planet Payment, RTWare AIM, SkipJack, USAEPayGateway, USAEPay ECheck, Beanstream, Skrill, PSI Gate, Realex SagePay, Worldpay Select Invisible.	Yes
i. Batch or Real Time?	Batch	Both	Real Time	Real Time	Real Time	Real Time for authorization; batch for settlements and refunds	Real Time	Both	Real Time	Real Time	Both	Both	Real Time	Usually Real Time, but a few batch instances	Real Time	Both	Real Time	Real Time (web services)	Real Time	Real Time	Usually done via order management system	Real Time for auths, Batch for settlements	Real Time	Batch	
f. Address Standardization/Verification	Ability OMS	FedEx, UPS, USPS	Cybersource, UPS, USPS		Yes		Carrier API, FedEx, UPS	Integrations provided by regional implementation partners.	OAS for Demandware, Pitney Bowes.	Trilium	Yes, integration and custom	USPS		Avalara, Sabrix, Cybersource, USPS	MelissaData	OAS	Experian / OAS, Melissa Data	Strike Iron - webservice, OAS - webservice, Cybersource - webservice		USPS			USPS	UPS	
i. Batch or Real Time?	R/T	Both	Real Time	Both	Real Time	Real Time	Real Time	Both	Real Time	Batch	Both	Both	Real Time	Real Time	Real Time	Real Time	Real Time	Real Time	Real Time	Real Time	Real Time	Real Time	Real Time	Real Time	Both
g. Built-in integration Merchant/Shopping Sites vs. feed software like Merchant Advantage or Channel Advisor	Included (Ability Channel Feed)	Channel Advisor, Amazon, etc	Built-in to Amazon but can support Channel Advisor	Built in	No	Built in integration via data feeds to shopping sites - i.e. Google feeds	Yes	Integrations provided by regional implementation partners.	ChannelAdvisor, Virtual Dressing Room by OSF Global Services.	Price Spider, and we have integrations into retailers eBay, Amazon, Google	Yes, integration	Channel Advisor, GoBatafeed		Not standard	Amazon	Google Shopping, Amazon, Shopzilla, etc.		Single Feed, Merchant Advantage, Channel Advisor, and Google Product Feed		eBay, Channel Advisor			We are integrated directly with shopping sites and have integrated with Mercent.		
i. Batch or Real Time?	R/T	Both	Batch	Real Time			Batch	Real Time	Real Time	Real Time	Both	Both	Built-in integration w/ Batch	Real Time	Real Time	Real Time	Batch	Batch	Real Time	Currently not available	Batch	Both	Batch/Real Time	Batch	
h. Site Traffic/Analysis Tool	Google Analytics	Google analytics, adobe site catalyst, omniture, clicktale	iAPPS Analyzer, Google Analytics, Omniture		Yes	Google and Omniture analytics	Google Analytics	Integrations provided by regional implementation partners.	Dynatrix, Econda, HiConversion, SteelHouse.	Google, Adobe MarkeAnalytics (Omniture)	Yes, integration	Google	Google, WebTrends, Omniture etc...	Google, Piwik	Omniture, Coremetrics, Google Analytics, Webtrends, etc.	Google Analytics, Omniture, Coremetrics		Google		Google Analytics, Omniture, Coremetrics			Google Analytics, Omniture, Coremetrics	SmarterStats	
i. Batch or Real Time?	R/T	Both	Real Time	Both		Real Time	Real Time	Both	Real Time	Real Time	Both	Real Time	Real Time	Both including our own CIC	Real Time	Real Time	Real Time	Both	Real Time	Real Time	Real Time	Real Time	Real Time	Real Time	Batch
i. Email	Included (Ability Connect)	In-house, mailchimp, constant contact, silver pop	iAPPS Marketier		Yes	Exact Target; MBS	Base, Application, Sendgrid, or third-party	Integrations provided by regional implementation partners.	Bronto, eCircle, eWayDirect, Listrak.	BlueHornet Networks, Exact-Target	Yes, integration	Outlook	Mail Chimp, Exact Target, SilverPop, Blue Hornet, etc	Internal and external	Experian Cheeth Mail, Exact Target, etc/	KalloMail, and can integrate to oethers like Exact Target, Silver Pop, Lyrus, and Blue Hornet	Cheetah Mail, Bronto, Responsis, SilverPop, ClickMail, StrongMail, ExactTarget		In-house, Silverpop and Bronto		Exact Target, Cheetahmail		Use Rackspace for email		
i. Batch or Real Time?	R/T	Both	Real Time	Real Time	Real Time	Real Time	Real Time	Batch	Real Time	Real Time	Both	Both	Real Time	Both	Real Time	Both	Batch	Real Time	Real Time	Batch every 15 minutes	Real Time	Real Time	Real Time	Both	
j. Affiliate Programs		This is built in-house (Referral System), Linkshare, Jam, Linkshare	Commission Junction, etc		Yes	Google, Pepperjam, etc.	Yes	Integrations provided by regional implementation partners.	oneNetworkDirect, Commission Junction, TradeDoubler	Yes, integration		Commission Junction, One Network Direct, Linkshare, etc...	Internal and external	Linkshare, Commission Junction, etc.	We have integrated with Commission Junction and others in Real Time	Commission Junction, Linkshare, DoubleClick, TagMan, Floodlight		We offer our own affiliate management tools in the base price.		Commission Junction, LinkShare, Pepperjam		Built in affiliate tracking			
i. Batch or Real Time?	N/A	Real Time	Real Time		Both	Batch	Real Time	Both	Real Time	Both	N/A	Batch	Both	Real Time	Both	Real Time	Both	Real Time	Real Time	Real Time	Real Time	Real Time	Real Time	Batch	
k. Shipping and Manifesting	Ability OMS	Bongo, Freight Center, FedEx, USPS, etc. ShipWorks, Fishbowl POS	UPS Logistics, FedEx, USPS	Built in shipping module	Yes	Fifty One	UPS, USPS, FedEx	Integrations provided by regional implementation partners.	BorderFree, Netrad, Pitney Bowes.	proprietary	Yes, integration	USPS, UPS, FedEx		Many different systems	Internal WMS / ConnectShip and external options.	BorderFree (formerly FiftyOne)	Trade Global, Bongo International		UPS, FedEx, USPS, Australia Post, Pitney Bowes		SPEED fulfillment, Fifty One & Pitney Bowes		USPS, UPS, DHL, Canada		
i. Batch or Real Time?	Real Time	Both	Real Time	Shipping is Real Time, manifesting is both	Real Time	Real Time	Both	Real Time, Batch	Real Time	Real Time	Both	Both	Real Time	Both	Real Time	Both	Both	Both	Real Time	Real Time	Done by order management system	Both	Real Time	Batch	
l. Loyalty and Reward Solutions	Included (addon module)	In-house solution	Stored Value	In-house and other external systems	Yes	Not supported currently	Base, Magento	Integrations provided by regional implementation partners.	500 Friends, ProfitPoint, Trendry.	N/A	Yes, integration	In house	Internal system, ScooBox, AMEX, etc	Internal and external API's	Smart Button, SAP, etc.	3rd party or OMS/ERP system		in-house		SPEED commerce proprietary solution		Built in "My Rewards"			
i. Batch or Real Time?	R/T	Both	Both	Accrual is batch, redemption is Real Time	Real Time	N/A	Real Time	Both	Real Time	N/A	Both	Both	Real Time	Both	Real Time	Real Time	Both	Real Time	Real Time	Batch	N/A	Real Time	Batch		
m. Recommendation Engines	Included	My Buys	Baynote, Certona		Yes	Rich Relevance	Custom, Rich Relevance, MyBuys	Integrations provided by regional implementation partners.	Avail Intelligence, Baynote, BloomReach, certona, LivePerson, Maxymiser, MyBuys, Prudsys, RichRelevance, Smarter Remarketer, Strands Recommender, True Fit, Virtual Dressing Room by OSF Global Services.	proprietary, Adobe Test & Target	Yes, integration		Certona, PrudSys	Internal capabilities exist for recommendations	Baynote, My Buys, etc.	MyBuys, Certona		In-house, My-Buys, Barilliance		Certona					
i. Batch or Real Time?	R/T	Both	Both	Real Time	Batch	Real Time	Real Time	Both	Real Time	Real Time	Both	N/A	Both	Both	Real Time	Both	Real Time	Both	Real Time	Currently not available - Q3, 2013)	Batch	Real Time	Batch/Real Time	Batch	
n. Customer Ratings and Reviews	Included (SiteFan)	In-house	iAPPS Commerce, Disqus, Bazaar Voice		Yes	Rich Relevance; built in engine	Base, Magento	Integrations provided by regional implementation partners.	Bazaarvoice, PowerReviews, TurnTo.	BazaarVoice	Yes, integration	In house	Own system, Bizarre Voice	Bazaar Voice (PowerReviews express)	Bazaarvoice/PowerReviews	PowerReviews / BazaarVoice		In-house, Bazaarvoice		BazaarVoice, PowerReviews		Built in			
i. Batch or Real Time?	R/T	Both	Real Time	Real Time	Both	Real Time	Real Time with CSR approvals on back end	Both	Real Time	Real Time	Both	Real Time	Real Time	Both	Real Time	Real Time	Both	Both	Real Time	Currently not available - Q3, 2013)	Batch	Real Time	Real Time	Real Time	
o. Video/Rich Media	Included in SmartSite	Akamai, Lime-light, etc.	Brightcove, Akamai		No		Customization required	Integrations provided by regional implementation partners.	Fluid Experience, Invodo, SteelHouse	N/A	Yes, integration		YouTube, Lime-light, Akami, Vimeo, etc...	Youtube, internal streaming	Scene7, Shot-Farm	Adobe Scene7, LiquidPixels		No integrations		YouTube		We have a built in YouTube function for products (enter the URL and it displays the video on the product page automatically)			
i. Batch or Real Time?	R/T	Both	Real Time	Real Time			Real Time	Both	Real Time	N/A	Both	N/A	Real Time	Real Time	Both	Real Time	Both	Real Time	Real Time	Currently not available - Q3, 2013)	Real Time	Real Time	NA	Batch	