

# 6 Vital Essences to Realize Your Next eCommerce Platform

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## **It's time to take a serious look at migrating to a more capable system that can ensure the growing pace of your business.**

A purpose-built eCommerce system with good hosting is a necessity to maintain the edge in the fast-paced business world. Once you have reached the limitations of your current eCommerce solution, drawbacks will inevitably arise and it is time to migrate to a more capable system to further grow your business.

Selecting a new eCommerce platform surely is a challenging decision since this investment will vastly determine how your business will look in the future. In the best-case scenario, your new platform will seamlessly synch with your current digital systems, deliver superior customer experiences, organically expand your digital presence and your revenue.

You may think a stronger eCommerce platform is better, but have you ever asked yourself: how strong will you actually need, and how long this platform will serve you well until you have to make another migration. That is why we have put together a list of the 6 most important questions to ask when determining which eCommerce platform is right for you.

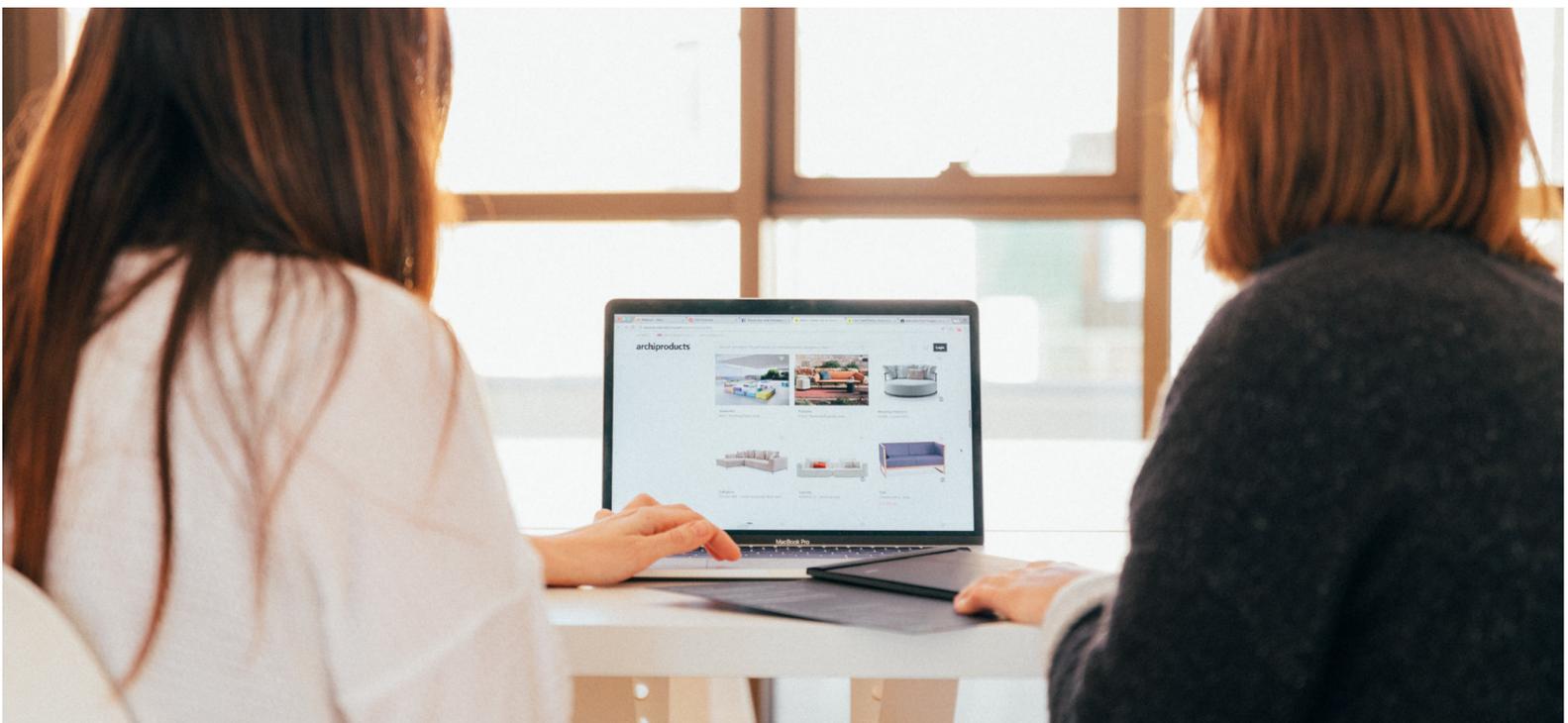
## How to choose the most suitable platform for your website's purpose?

### Building business aims - plans - directions is a must

Having a clear vision of your business aims will help you determine your business plans, and from there you can break them down into smaller business directions in specific periods of time. After having the big picture established, you will surely know (to a certain extent) the level of functionality your new eCommerce platform should provide.

Some questions you can ask yourself:

- Will your website play a minor role or are you planning to centralize your business around it?
- Is your business scope limited to a specific region or do you have plans to expand globally?
- Are you offering a growing range of products or will your focus be on a narrower range of merchandise? Can you have an estimated number in your head?
- Will your existing inventory, ERP, and fulfillment systems be good enough to cope with spikes in order?
- How frequently will you update the web theme and functionality in support of marketing and promotional campaigns?



## How good are the expanding and adapting capabilities of your new chosen eCommerce platform?

Handling large quantities of data - SKUs; multi-sites capability; scaling up for the international market are the most 3 important aspects

With (hopefully) fixed business plans in mind, you now draft the feature requirements for your new eCommerce. Surely your new system has to be able to deal with your desired number of SKUs, as well as the amount of data being put in every day. The expectations for your customer service will shift over time, sometimes slowly, other times without warning. If you want to keep pace, you'll need a platform that can quickly implement and deploy updates with minimal effort. Competitive businesses utilize developer-driven sources of **one-click** plugins and extensions to boost their platform performance on both the front and back end.

As your business grows, you may employ multiple sub-brands into your business, thus you will need a number of websites dedicated to those sub-brands. This is the fastest way to enter new markets quickly and capitalize on emerging revenue opportunities. But the task of managing multiple standalone websites – each with its own content needs and content management systems (CMSs) – is likely to exhaust your working days before you realize it. Take the headache out of managing several sites at once and find a platform offering multi-channel management capabilities via a centralized hub. Also ensure a visually oriented dashboard is in place, allowing quick reference of key site statistics and other important information at a glance.

Last but **never** least, expanding to the international stage is surely the ultimate goal of every eCommerce merchant. This requires your platform to be able to deliver excellent service consistently to a global audience. Any platform being considered for a major role in global growth must be connected to a reliable, global hosting or cloud infrastructure to ensure a smooth user experience during peak traffic time, as well as to ensure scalability.

In short, whatever the stage of your customer journey, if there is a chance to put a smile on your buyers' faces, your eCommerce platform should provide you features to act on it easily, and on an international scale.

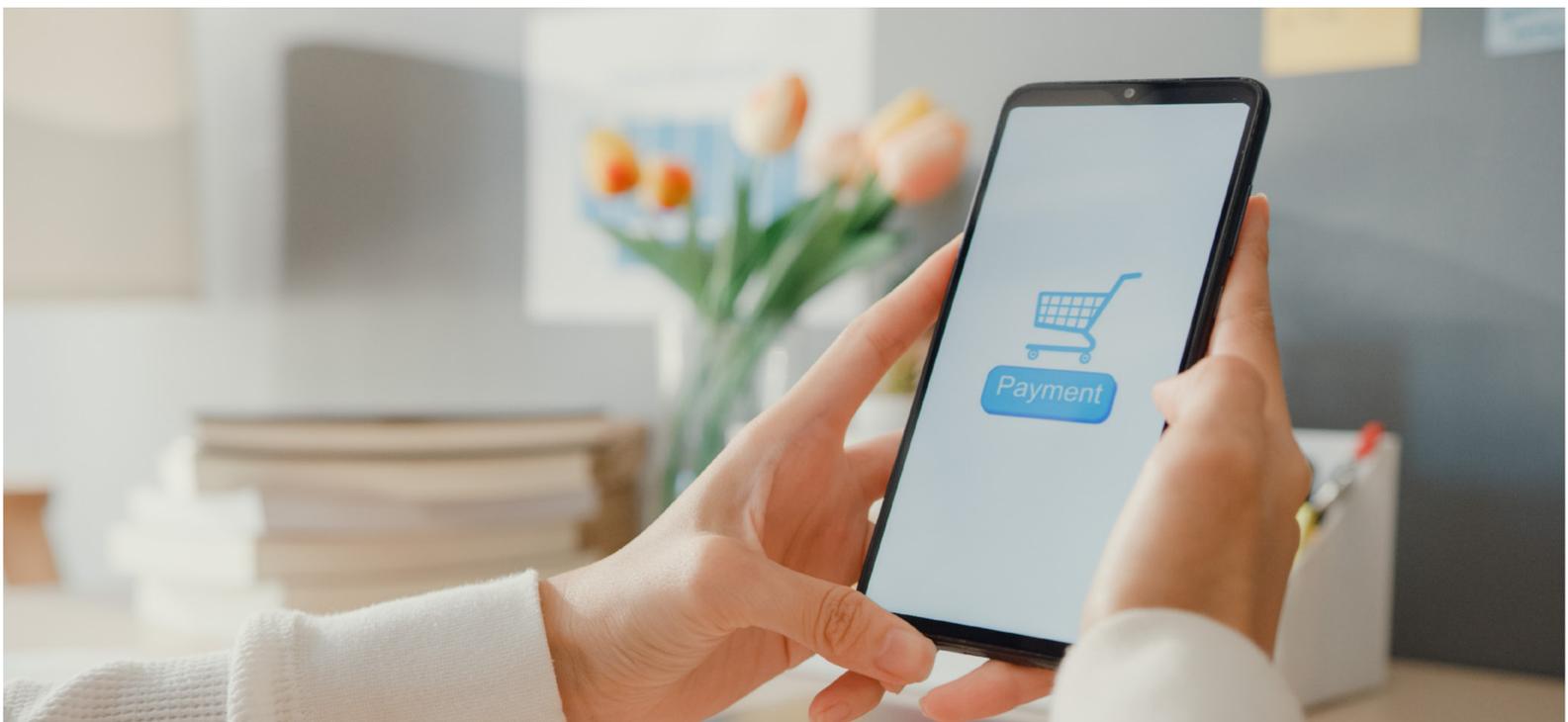
## Can your new eCommerce platform excel at managing good relationships with customers?

**Maintaining a smooth process during and after checkout, from there managing good relationships with customers**

We believe one of the top three important mindsets to have for eCommerce merchants is that delivering an elite customer experience does not stop at the checkout page. Maintaining customer satisfaction in a sustainable way during and after checkout is the key to transforming surfing shoppers into loyal fans of your brands. You'll want to look for flexible customization options to create a memorable end-to-end customer experience both during and after the transaction.

We urge you to take notes on these things:

- Providing a fast and secured payment process for your users
- Providing multiple payment options, never miss out on popular payment gateways
- Building a creative rewarding post-purchase experience
- Ensuring a fast delivery
- Opening multiple options for customer support after purchases



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## How well will your new eCommerce platform be collecting and analyzing data for the best strategies?

### More data does not always mean better

Uncovering the story behind customer purchasing decisions lets you develop new ways to deliver memorable experiences at just the right time.

Your new eCommerce platform should offer granular insights into your business intelligence which can help develop meaningful business flow, helpful content, and correct marketing strategy, and from there, your revenue will grow alongside your customer loyalty level. Platform solutions with strong analytic functions will enable strategies to help you acquire, convert, and retain more shoppers.

Our advice is to look out for eCommerce solutions that provide as much data and insight as possible first, and from there you can more easily choose the one that provides just the right amount of data that you need. But data alone is not enough, they need to be stored and displayed in the correct way so that you can build your data into big pictures. Such a platform that offers all those features, along with a visually-oriented dashboard as a cherry on top, will absolutely equip you with great advantages.



## How much will your new eCommerce platform be compatible with other platforms? How friendly to developers will it be?

### Always strive for a highly compatible and developing-supportive platform

You have to take your new eCommerce platform for a real test drive before making any commitments. How will your new commerce platform interact with your existing systems to ensure an uninterrupted customer experience? Imagine committing to a new platform and discovering your old systems are incompatible with it. That is why we tell you to have your IT team conduct a systems audit to determine the compatibility a platform has with your existing technical infrastructure. It's recommended to connect with an experienced solutions partner who can contribute their skills and experience to this evaluation phase. After all, it never hurts to get a second opinion.

Nevertheless, there is a silver lining at the end of the tunnel. From the beginning of this document, we have been laying out so much information, constructing such a long list of requirements that your new eCommerce platform needs to have. But, what if we tell you that non of the above actually matter?

Well, we are not lying to you. All the requirements mentioned above do matter. However, arguably speaking, we also believe that this last factor has so immense impact that can outweigh all others, and that is the Friendliness level with developers. Behind any thriving platform solution, you will find the support of an active developer ecosystem. Developers are the human element behind the add-ons, extensions, plugins, and professional support which enable a platform to grow with the desired momentum.

A developer ecosystem allows access to individuals certified in a wide range of technical aptitudes, programming capabilities, and creative disciplines. With capable developers working on your eCommerce platform, you can always find solutions to your problems or your requested feature being integrated into your system seamlessly

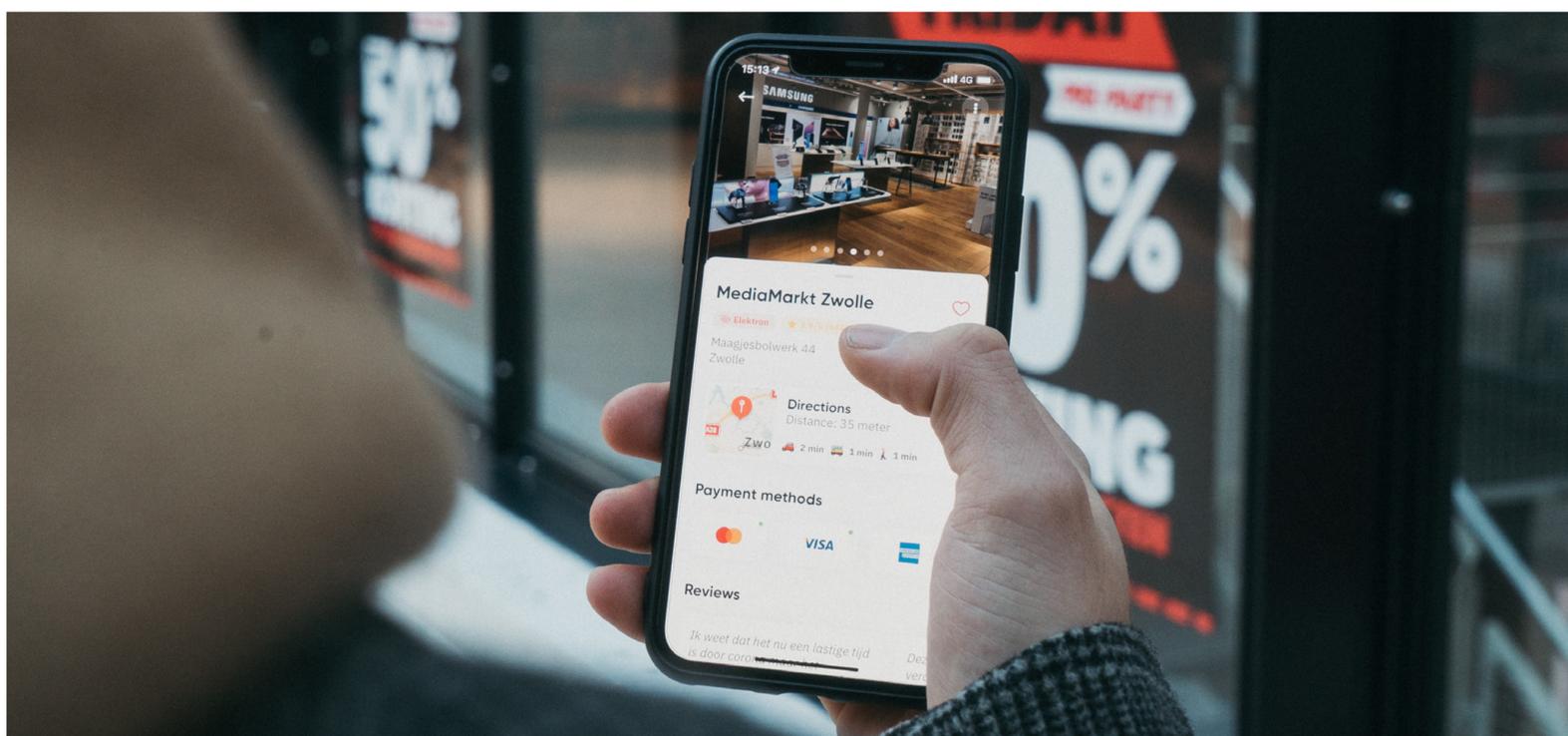
## How to keep your migration project's total cost of ownership (TCO) low and return on investment (RoI) high?

**Working with an experienced solution partner can keep your project's budget at a plausible level.**

Partnering up with a decent agency is certainly an option to consider for your migration projects. Normally, at first, businesses would prefer to work alone on the project to save up on the total expense. However, in reality, that is not the case.

The cost to implement and deploy a new eCommerce solution will vary considerably depending on your operational needs and your experience level in deployment. Factors such as the complexity of the platform and licensing costs can vary dramatically depending on the level of functionality you require. Even after deployment, the ongoing investment will still be needed to ensure continued peak functionality to provide the best customer experience.

That is why many businesses choose to pair with a solutions partner to better optimize the total cost of the whole migration project. From UX/UI design to custom development, licensing costs, and configuration, those experts can advise you on the most optimal course of action within your operating budget.





## ABOUT MAGENEST

Founded in 2015 as a Magento Extension Provider, Magenest quickly grows into Magento 2 Development services after the announcement of the Magento 2 platform. With 16 Magento 2 Certified Developers, 6 certified professional developers, and 3 certified solution specialists, Magenest is now one of the most trustworthy Magento Business Solution Partners in the APAC region.

Not only providing eCommerce solutions, but Magenest has also evolved into a top-tier end-to-end digital solution provider. Magenest has been delivering its own one-stop solution package to numerous clients in the US, including but not limited to services like eCommerce development, ERP, CRM, cloud hosting, digital marketing, UX/UI design ... Magenest is dedicated to helping businesses succeed in the digital age and strives to deliver high-quality solutions that meet their unique needs.

If you are trying to figure out how to conduct your eCommerce platform project and you want to have detailed input and insights, feel free to [contact us](#) or check out [our website](#) for more information!

