

A CHECKLIST FOR ECOMMERCE REPLATFORMING

Today's ecommerce landscape is maturing – most companies selling products will have some form of ecommerce property online, even in less digitally advanced sectors such as B2B.

We are now seeing the next evolution of ecommerce: replatforming from fully depreciated platform investments to new platforms that overcome the limitations ecommerce managers want to work around.

Our latest international research confirms it too: 3 out of every 4 business are intending to replace their ecommerce platform in the next 12-18 months.

So what's driving this move?

The drivers include:

- The **performance** of the platform is out of step with customer demands
- The platform is no longer **unable to scale** with your business's growth (ranked as "important" by 92% in our research)
- The **business is changing**, and needs an ecommerce platform to provide new ways to win customers and capture revenue (eg. product line and geo expansion)
- The platform feels old and tired in comparison to **competitor platforms**
- The platform is lacking features and functionality that grown in importance, such as **security and integration**
- The **cost of running the platform** is expensive (due to the maintenance/customisation effort)
- The **cost of the team** employed to manage the ecommerce effort is high

Putting a new coat of paint on your ecommerce estate may offer a sound, if temporary, course of action. If you are replatforming, however, you'd be wise to focus on the revolutionary as well as the evolutionary. Spending a lot of money to change a version number, or selling the same set of products in a more visually appealing way, isn't going to produce the return on investment that a more revolutionary approach can offer.

Here's where Salmon can help.

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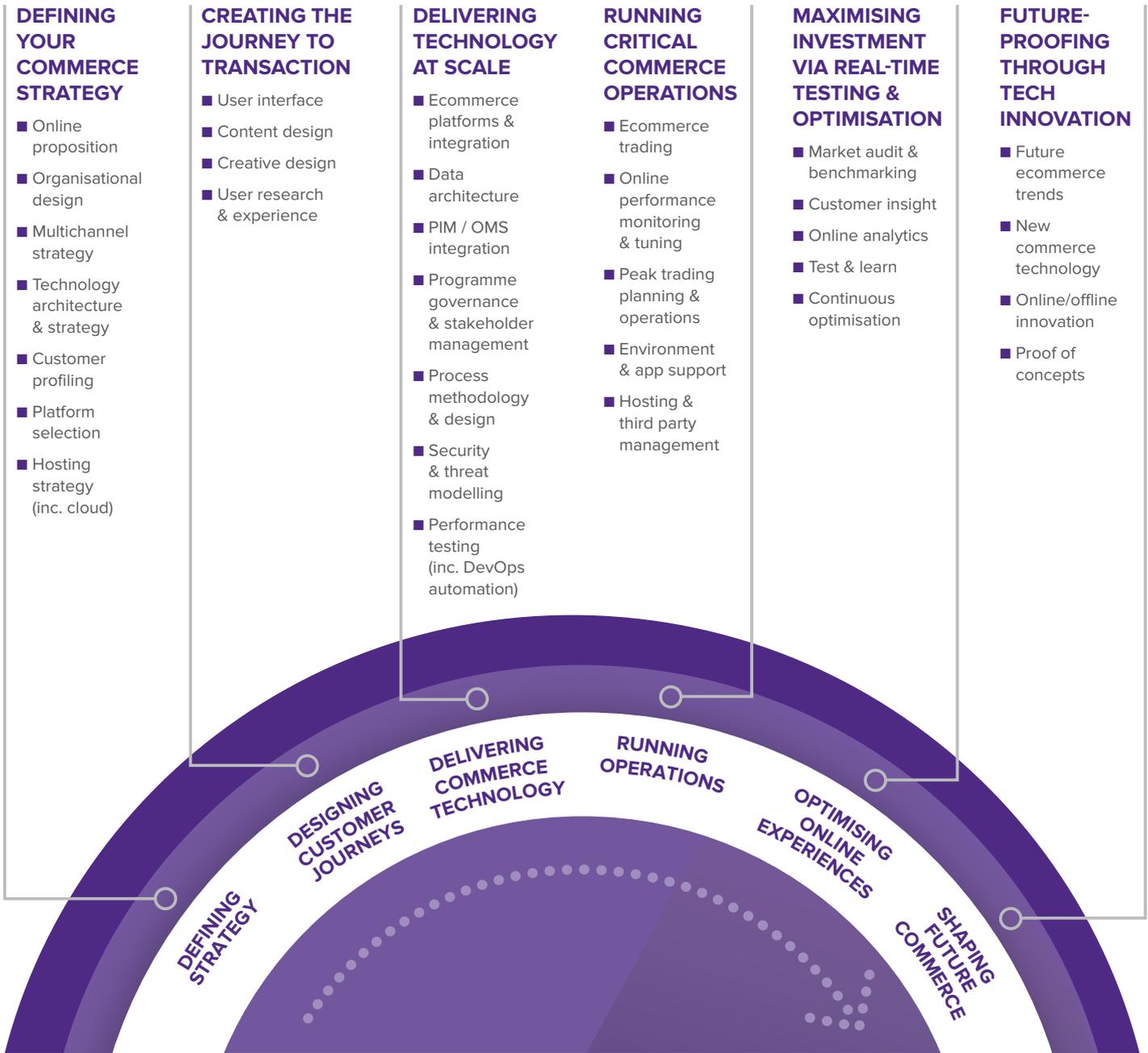
Salmon's approach focuses on six key areas across the life cycle of your ecommerce investment, starting at strategy definition, through to full implementation and future-proofing your investment. Every area has a suite of related services, each designed to help drive more transactions from your platform.

- 1 Strategy definition:** We can help you define your commerce strategy, allied to your vision
- 2 Customer journey design:** We'll help you design and support omnichannel customer journeys to maximise the opportunity to transact
- 3 Commerce technology delivery:** We'll deploy best-in-class commerce technology at scale to support these journeys
- 4 Running operations:** We also run your critical commerce operations
- 5 Optimising online experiences:** We optimise online experiences through digital intelligence, applying real-time testing and optimisation to maximise your investment
- 6 Shaping future commerce:** We'll help future-proof your business and investment through tech innovation

A COMPLETE RANGE OF ECOMMERCE SERVICES END-TO-END

There's little in enterprise-level ecommerce that Salmon has yet to test or deploy, or had a hand in shaping. Few consultancies can lay claim to the range of services we offer which capture a 360 degree experience of ecommerce today.

These services include:



We have the experience too – arguably unrivalled in enterprise ecommerce – developing hundreds of commerce platforms successfully from the dawn of digital, 1989 to be precise. The clients who trust us to do this include Argos, Audi UK, Habitat, Halfords, ICI, Sainsbury's, Selfridges and Ted Baker to name a few.

Contact us today for a no-obligation consultation on how we can help you.

And download for our [“2017 ecommerce platforms research report”](#).

Salmon
SHAPING FUTURE COMMERCE

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