

eCommerce replatforming

A business transformation perspective

Current landscape

Increasingly evolving consumer behavior is profoundly reshaping what businesses need from their eCommerce engines in delivering personalized and succinct digital experiences.

In seeking to address:

- Business evolution
- Competitive threats
- Global markets
- Customer expectations
- Sales & service channels

Businesses are finding that many legacy platforms aren't:

- Tactically functional
- "Rich experience" capable
- Omnichannel-ready
- Efficiently integrable

A new foundation

Modern, best-in-class eCommerce platforms can help:

- Enhance agility
- Heighten capabilities
- Elevate experiences
- Augment services
- Leverage data insights

However, eCommerce doesn't live in a vacuum

Even if you buy the "Ferrari" of eCommerce platforms, without the proper preparation, it will only allow you to drive off the cliff that much faster. Business readiness is just as important as choosing the right technology. Transformation experts can help clearly define a vision and action plan to address associated organizational concerns, including:

- Reengineering core processes to eliminate silos and workarounds
- Employing analytics and visualization to create actionable insight
- Streamlining the customer experience lifecycle across touchpoints
- Evolving performance analysis metrics to identify strategic opportunities
- Updating integral back-end systems and assessing data integrity
- Invigorating corporate culture and employee engagement

Additional considerations in core workstreams

Transformation experts can also help improve legacy internal practices in areas such as:

- Pricing methodologies
- Data synchronization
- Training
- Export compliance
- Distribution networks
- Reporting
- Knowledge management
- Language localization
- Product offerings
- Customer service
- Governance
- Shipping and returns

Identifying and addressing business challenges (and opportunities) in your replatforming journey is essential to achieving the intended ROI of a new eCommerce engine.