5 pitfalls
to avoid when selecting an e-commerce platform

How do you select the right solution for your business and avoid the five most common pitfalls associated with this process?

Pitfall #1

YOU CHOOSE A LICENSING MODEL BASED ONLY ON CURRENT NEEDS

Enterprises embarking on an e-commerce journey tend to choose a revenue sharing licensing model based on their current requirements. They often fail to consider future growth into new channels.

LEARNINGS

- Develop a clear go-to-market strategy.
- Assess the implications of different business models.
- Ensure flexibility with regard to necessary future amendments.

Pitfall #2

YOU BUILD A COSTLY FOUNDATION BEFORE PROOFING THE CONCEPT

Many enterprises tend to make heavy investments in infrastructure as this is supposed to lead to better outcomes. But a costly infrastructure isn't always a practical approach.

LEARNINGS

- Test quickly and adjust when necessary.
- Focus on delivering value within the first three months.
- Start small and expand from there.

Pitfall #3

YOU CHOOSE THE WRONG IMPLEMENTATION PARTNER

When you are new to e-commerce, it's easy to choose the wrong partner. This happens when you make your choice based on costs instead of performance.

LEARNINGS

- Assess your team and fill in the voids.
- Build a trusted and mutual beneficial relationship with your implementation partners.
- Enhance your digital capacity by relying on customizable open source software.

Pitfall #4

YOU NEGLECT SCALABILITY

E-commerce is no longer just about transaction records organized in a database. It now entails a wealth of new dimensions. Therefore, a solution's scalability is crucial.

LEARNINGS

- Act locally, think globally.
- Standardize infrastructure.
- Align all regional stakeholders with a global agenda.

Pitfall #5

YOU OVERLOOK CHANGING CUSTOMER DEMAND

Today, changing customer needs are inevitable in any market. Thus, you must always seek to implement more agile solutions to ensure your continued growth and future success.

LEARNINGS

- Start with a flexible platform and anticipate change.
- Ensure that your platform of choice can satisfy changing customer demands and business needs.
- Implement strategies that allow disparate systems to communicate with each other in real time.

Avoid the five pitfalls, jumpstart your e-commerce and get smarter about how to 'do digital'. Read more in the **white paper** on Five pitfalls that make leading enterprise e-commerce want to replatform.

If you would like to find out how our customers have been successful in their efforts to achieve this, please visit our **case studies** page.

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