



Merchants typically replatform every four years. If replatforms are such regular occurrences, why do so many eCommerce replatforming attempts launch late, run over budget or fail all together?

**THE NUMBER ONE REASON** is the merchant does not effectively take the time to understand both their needs and the real ability of the platforms to meet those needs.

To avoid a **REPLATFORM FAILURE**, merchants should:



- 1 UNDERSTAND ALL NEEDS AND REQUIREMENTS**  
Take time to dig into your company needs and understand what is working (and what isn't). Then create a personalized RFP that uncovers the vendor's ability to meet those needs, rather than relying on buzzwords and sales pitches.
- 2 LOOK AT THE WHOLE BUSINESS**  
eCommerce platforms have evolved to involve more stakeholders, including your call center, warehouse/DC and store operations. Understand how the platform supports the customer experience from end to end.
- 3 UNDERSTAND THE PLATFORM'S SECURITY/COMPLIANCE**  
How safe is your customer's data? Does the vendor have a history of security breaches and exploitations? Look for a vendor that is PCI compliant and offers top notch security focus and monitoring.
- 4 BE WARY OF PLATFORMS CHANGING HOSTING SOLUTIONS**  
Platforms previously on premise that have migrated to the Cloud should be examined carefully. eCommerce platforms developed natively from the ground up to run in the Cloud are not the same as hosted (on premise in the Cloud) solutions.
- 5 DIG INTO THE PLATFORM'S THIRD-PARTY COMMUNITY**  
A bigger partner network is not always better. Be sure to ask how the platform enforces quality with its partners (are partners vetted?) and how deep the integrations run.
- 6 FUTURE-PROOF THEIR BUSINESS**  
Merchants not only need a solution that supports them now, but will also support them in 5 to 7 years. What is the platform's long-term plan? Can you influence the roadmap? How are upgrades handled (including frequency and cost)?
- 7 UNDERSTAND THE TRUE PLATFORM COST**  
Be sure to look at a true apples-to-apples comparison, including pricing, implementation costs, hosting and managed services costs, upgrade costs, support and maintenance costs and training expenses.
- 8 EVALUATE THE PLATFORM'S SPEED, PERFORMANCE AND SCALABILITY**  
How will the platform handle scale and growth in your business, including seasonal traffic and unplanned sales spikes? What are the platform's speed and performance guarantees? If there is a spike or slowdown, how does the platform respond?

**Conclusion:** In the era of rapid online commerce innovation, merchants need more than a solid eCommerce technology platform to serve as the foundation for their business—they need a partner to enhance their business with experience, technical know-how, and a galaxy of third-party vendor connections to enable swift deployment of cutting-edge competitive features.

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