

E-Commerce Solution	Sana Commerce	Shopping Cart Software	Connectors	Interfaced
ERP connectivity	Real time	Doesn't exist without a 3rd party connector	No e-commerce functionality without a shopping cart, i.e. Magento; used to CREATE the synchronization between shopping cart and ERP	Include a connector that synchronizes information bi-directionally from the e-commerce platform to the ERP
E-commerce powered by	ERP database	Shopping cart database	No e-commerce functionality without a shopping cart, i.e. Magento; used to CREATE the synchronization between shopping cart and ERP	Shopping cart database with connector that pulls data from ERP
ERP integration	E-commerce built directly in ERP	Requires 3rd party application	Requires shopping cart application	Includes ERP connector
Catalog Maintenance	Only ERP must be maintained	Maintained in shopping cart database	Maintained in shopping cart database (whatever solution is chosen to go with the connector)	Requires maintenance of at least 2 systems: ERP and frontend shopping cart database
Customer account management	Single view of customer with ERP as single source of truth, including all historical orders regardless of source	Requires 3rd party application	Requires shopping cart application	Includes ERP connector
Online customer access to documentation	Full document history from all channels, dating as far back as your ERP's start date	Order history	Order history	Complete document history can be synchronized, but isn't available in real time
Order fulfillment process	Managed entirely in ERP with complete visibility	Captured in one system, processed in another	Captured in one system, synchronized and processed in another	Captured in one system, synchronized and processed in another
Web store launch process	Streamlined and ready out of the box; reuses data from ERP	Own system; must be completely configured and data must be replicated	After shopping cart and ERP are configured separately, a connector has its own implementation as well. (That's 3 steps!)	Some ERP data can be used, however some information will need to be recreated in e-commerce application
Design	Templates available, custom design possible	Many templates available; highly customizable	Depends on shopping cart; design and connector are not related	Some templates available, custom design possible
Add-on possibilities	Growing number of affiliated add-ons; closed source	Large marketplace for add-ons; open source options available	Depends on shopping cart; add-ons and connector are not related	Growing number of affiliated add-ons; closed source