

E-COMMERCE SOFTWARE VENDOR DECISION-MAKING GUIDE

Today, every business wants to – and needs to – **invest in a web store** (or in web store improvements) to stay competitive. But the market is oversaturated with options when it comes to e-commerce software vendors, and it's tough to know **which solution is right for you**.

Use this guide to determine which solution best fits your business model and needs. First things first: here's an overview of your options.



ERP INTEGRATED

ERP integrated e-commerce software is built directly in the ERP, transforming the ERP into a single source of truth.



SHOPPING CART

Shopping cart software exists independently from the ERP and other backoffice systems and has its own table structure.



CONNECTORS

Connectors refer to a third-party application used to sync a web store with an ERP system.



INTERFACED

Interfaced e-commerce options include a CMS and a connector to sync information to and from the ERP system.

Now that you have an overarching view of your choices, use our guide to help you select the best solution for your business:

START

Are you a manufacturer, distributor, wholesaler, or retailer running a Microsoft Dynamics or SAP ERP?

YES

NO

Do you already have a web store?

YES

NO

Not ready to take on a new e-commerce project, and looking to connect your web and ERP system through middleware rather than investing in real-time integration?

YES

NO

Are you looking for a web store that is fully integrated with your ERP system? (think: real-time data integration, single database)

YES

NO

Do you sell B2B, B2C, or both?

B2C

BOTH

B2B

Do you want to enable self-service for your online customers?

YES

NO

Are you looking for ERP-powered web store functionality, such as customer-specific pricing, a personalized buying experience, and real-time product and customer data?

NO

YES

YES

Are you constrained by limited IT (development) resources or a strict implementation timeline (<6 months)?

YES

NO

BUT I AM OKAY WITH SYNCHRONIZED INSTEAD OF REAL-TIME DATA


AND I WANT REAL-TIME DATA INTEGRATION



SANA COMMERCE IS NOT A FIT FOR YOU


Based on your needs, you may want to consider alternatives, like connectors, shopping cart software (if ERP integration are not a concern), or an interfaced solution (if you do want to make your ERP a key part of your e-commerce strategy).


 [Learn about your alternative options.](#)



CONSIDER A CONNECTOR


However, because you're already equipped with your ERP data, an e-commerce project may be less daunting than it seems. Plus, connectors do tend to be similar in cost to a dedicated e-commerce project.

 [Get a refresher on the benefits of ERP integrated e-commerce.](#)



CONSIDER A SHOPPING CART SOLUTION


You may benefit from investing in a shopping cart solution, like Magento or Shopify. This type of software is heavily focused on B2C, which is less complex than B2B, but it also requires data replication and maintenance of multiple systems.

 [See how Sana stacks up against Shopify and Magento.](#)



STICK WITH YOUR CURRENT WEB STORE

Now may not be the right moment to take on a new e-commerce project, but consider investing in better e-commerce at a later time.


 [Prepare by learning the benefits of ERP integration for e-commerce.](#)



ERP INTEGRATION IS FOR YOU


Sana Commerce may be a good fit, but you may also want to consider some bigger integrated solutions like SAP Commerce Cloud (formerly known as SAP Hybris). Need help choosing?


 [See how Sana stacks up](#)



AN INTERFACING SOLUTION MAY WORK


Interfacing solutions, though, do force you to replicate your ERP data, which means that your web store data is not synced in real time, and that data maintenance and web store performance may be a challenge.

 [Learn the differences between integrated and interfacing solutions.](#)



CHOOSE SANA COMMERCE

Sana Commerce is a fit for you. Our experts can help fill your resource gap, and we can ensure fast and simple implementation (thanks to our tight integration with your ERP data) and a future-ready solution.

 [Contact us for a consultation call.](#)



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