

Selecting an ecommerce platform is a critical decision for a retailer or distributor, enabling and/or constraining the online and multi-channel capabilities of the business for years. As a technology-independent expert, Javelin Group can ensure that the right technology decision is made based on a rational assessment of business needs, our deep understanding of the leading platforms and our independent position.

ECOMMERCE PLATFORM SELECTION

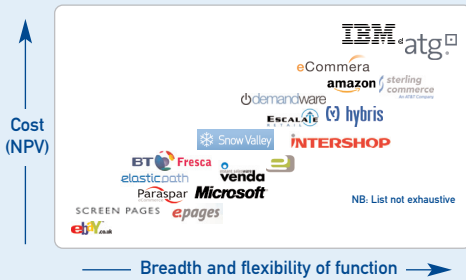
The challenge

Selecting the right ecommerce platform is not an easy decision. Businesses must prioritise their requirements, trade off cost against function, decide on the best delivery model (licensed or on-demand), and see through the sales hype to understand what each technology is capable of. These requirements pose a significant challenge.

A complex landscape

Retailers face a wide and diverse choice of ecommerce platforms. Licensed applications, software-as-a-service, shared-user models and other variations abound. Some platforms have their heritage in cataloguing, others in B2B, and each has its own strengths and weaknesses. Choosing between these is hard.

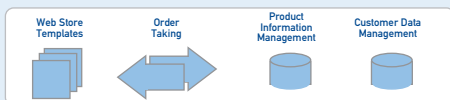
Landscape of eCommerce Platforms



Compounding the challenge, an array of specialist bolt-on applications should now also be considered as possible enhancements for the core platforms, requiring that “sets” of applications be compared to arrive at the best solution/s.

Core eCommerce and Bolt-On Applications

Core eCommerce Platform



Bolt-On Applications



Our process

Having advised in this arena for over eight years, we have evolved a specialised ecommerce platform selection service based on the following process:

- 1 Define and weight requirements
- 2 Define candidate platform list (4-6)
- 3 Score platforms against requirements
- 4 Assess bolt-on applications to cover gaps
- 5 Shortlist “winner” & “runner-up” solutions
- 6 Run tendering process
- 7 Define implementation roadmap

This typically takes 6-8 weeks (not including tendering) and involves all of the key business stakeholders. The result is a well-informed selection for which all stakeholders understand the rationale, ensuring that the technology supports the ecommerce objectives of the business.

Why Javelin Group?

- We are technology-independent and 100% neutral
- We have delivered 20+ platform selections in the past three years, each with good results
- We understand the critical ecommerce requirements (and bring our own list of the 450 most common ones)
- We have a deep understanding of all of the leading platforms and bolt-on applications
- As an expert integrator with experience of all leading platforms, we understand the implementation challenges

“Javelin Group’s ecommerce platform selection process was very professional and of high quality.”
Tim Stacey, Director of Boots.com

“Javelin Group provided high quality advice and established a sound strategy for our new worldwide multi-channel platform.”
Andrew Brem, Director of ASDA.com

“We chose Javelin Group because of their expertise in ecommerce processes and systems architecture, and have been delighted by their work.”
Simon Palethorpe, MD of John Lewis Direct



Simon Evetts, CTO, Javelin Group
simon.evetts@javelingroup.com
Simon runs our Retail Technology practice covering IT strategy, package selection and implementation for all parts of the retail value chain, from source to customer. In the last 10 years he has helped more than 50 retailers develop their strategy and implement solutions, including Tesco, Kingfisher, M&S, Mothercare, Clarks, Ann Summers.

About Us

Javelin Group is Europe’s leading specialist ecommerce consultancy, advising retailers on their ecommerce strategies, operations and technologies. Clients include B&Q, M&S, Maxeda, John Lewis, Asda/Walmart, and many others.

For more information or to discuss your requirements, please contact Kees de Vos on 020 7961 3200 or at kees.devos@javelingroup.com

Javelin Group Ltd
1 New Fetter Lane
London EC4A 1AN
+44 (0)20 7961 3200
www.javelingroup.com