javelin group

EXPERTS IN OMNI-CHANNEL RETAIL

eCommerce Platform Selection

Javelin Group selects the right ecommerce platform and packages for your business

> *Javelin Group's ecommerce platform selection process was very professional and of high quality.*

Tim Stacey
UK Director of Multi-Channel
Boots

Boots

> *Javelin Group provided excellent support for the Mulberry ecommerce platform selection process. Their insight into ecommerce technologies helped us clearly differentiate between what appeared to us to be similar solutions. We were delighted with their work.*

Charlotte O'Sullivan
Head of Online
Mulberry

MULBERRY

CONTACT
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further information.

Selecting the most appropriate ecommerce platform is critical to any retailer or distributor trading online. As technology-independent experts, Javelin Group can ensure that the right decision is made based on a rational assessment of business needs and our deep understanding of the leading ecommerce technologies.

A COMPLEX LANDSCAPE

Retailers selecting their ecommerce technology face a complex landscape of open source and licensed ecommerce platforms, managed service providers and Software-as-a-Service solutions. In addition most platforms require an array of bolt-on applications to cover specialist functions, so complete "stacks" of applications must be compared.

Javelin Group's in-depth knowledge enables clients to understand each platform's strengths, weaknesses, real world pain points, pricing, functional depth and breadth, flexibility, speed to market and implementation partner availability.

OUR PROCESS

Having advised in this arena for over eight years, Javelin Group provides the people, proven process and comprehensive materials to ensure a successful outcome for your ecommerce platform selection.

We start by issuing a data request covering business metrics and plans, existing technology and team. Next, our 450-strong list of best practice ecommerce requirements ensures business requirements capture is both quick and thorough. We help clients create a shortlist from our 100+ long list of UK, European, USA and global ecommerce platforms and construct a weighted scorecard based on functional, non-functional and technical priorities. The scoring process combines our intimate knowledge of the leading platforms, vendor interaction and demonstrations arranged via a lightweight vendor RFI, and client team's assessment, plus cost models for each platform.

The result is a well-informed recommendation for which all stakeholders understand the rationale, ensuring technology selection supports the key business drivers.

Landscape of eCommerce Platforms
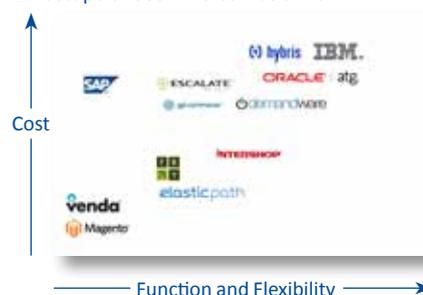
WHY JAVELIN GROUP?

- We are retail specialists, neutral and technology-independent
- We work in UK, Europe, USA and worldwide
- We have delivered 30+ platform selections in the past three years, each with good results
- We bring a proven process and comprehensive materials to increase the speed and quality of the selection
- We have a deep understanding of all of the leading platforms and bolt-on applications
- As an ecommerce systems integrator with experience of leading platforms, we understand the implementation challenges

eCommerce Applications