

11 reasons for replatforming

Outgrew current platform

Many firms deploying eCommerce solutions find themselves making the move to enterprise systems that offer the UX that customers come to expect. Multi-faceted site search, store locator capability, product inventory search and omni-channel features top out this list.

Instability, performance issues

Replatforming can minimize downtime with performance issues like slow-to-load pages. If your eCommerce platform isn't architected with load-balancing, high-availability and scalability in mind, your site will always deliver an inferior user experience during heavy traffic loads, giving your brand a bad name.

Poor implementation

Poor implementations come with a slew of issues, especially when trying to upgrade software. They can lead to unnecessary customizations, which may not be supported by newer software versions. So work with firms that have the right expertise and know the out-of-the-box features, or be prepared to pay an inexperienced firm to learn on the job.

Lack of skills

Constantly loading data into your system? Spending too much time dealing with pricing, new products, new features, updated product descriptions and new SKUs? Replatforming to an easier-to-use solution with the built-in tools made for business users will boost productivity when a company just can't find the qualified support it needs.

Platform/software not supported

When a platform provider liquidates, goes out of business or is no longer supporting certain software, the chances for sustainable growth with this system are slim to none. The expertise and skills for that platform only become harder and more expensive to acquire, providing you less options to grow your business.

Too expensive

For some eCommerce sites, all of the bells and whistles of an enterprise system end up being overkill and too expensive to support. So before you replatform, get an independent eCommerce assessment to identify what your business needs are to make your next software selection.

Your old hardware is under capacity

In many cases, replatforming takes place to migrate to a new operating system or catalog database or from an on-premise site to a cloud or SaaS eCommerce provider. Benefits include offloading the infrastructure and support costs as well as the capital and operating expenses to a third party.

Lacks integration capability

If an eCommerce platform doesn't have the out-of-the-box integration capabilities to connect to the third-party applications that can enhance your site, a replatform may be the solution. In doing so, you can obtain those built-in capabilities that allow you to maximize the user experience of your site.

Mergers and acquisitions

If company XYZ purchases company ABC and the two are running on different platforms, it's essential to choose one system to establish consistency. In doing so, the operational and maintenance costs of managing and staffing dual sites will also be reduced.

Consolidate web sprawl

As a company grows, it's not uncommon to deploy various sites for new lines of products and sales channels. By incorporating the microsite features found in some eCommerce platforms, a business can consolidate its websites to be managed under one control console. This allows sharing common store assets and removing the need to duplicate data, all while reducing capital, maintenance and staffing costs.

Automate Contract Processing

For a large network of distributors, resellers or agents, you may want to replatform to add new functionality to automatically manage online B2B contract processing and pricing. The benefit is to reduce time and cost to process orders and streamline the built-in approval process to facilitate purchase authorization using pre-negotiated contract terms across multiple users at different organizational levels.