

# Digital Commerce Replatforming

*A Guide to Choosing the Right  
Solution for Your Business*



# Introduction: The Replatforming Challenge

*Replatforming can be a complex process. As many incumbent digital commerce platforms are approaching end-of-life, the companies who rely on them will be faced with an important business decision – upgrade, or re-platform.*

For many, upgrades are almost as difficult as replatforming with a different vendor, due to the heavy customizations they've made to the existing platform. While some may opt to upgrade, others may see this as an opportunity to modernize their digital commerce platform with a solution that can meet requirements now and help prepare for the future.

The business requirements related to digital commerce initiatives have evolved, putting an increased emphasis on the merchant's ability to manage "digital relationships" with customers; and the proliferation of customer engagement channels. It is no longer enough to simply make products available for purchase online, merchants must provide a superior and personalized customer experience to keep them coming back.

Choosing the right digital commerce platform can be a difficult proposition. Decision makers are looking for flexibility, scalability and agility in a platform that can be delivered quickly, cost effectively and with minimal risk. The consequences of choosing the wrong technology is significant, and can cause problems in the future when responding to market innovations or meeting evolving customer expectations.

## TOP 3 Drivers For Replatforming

**60%**

Functionality & Capabilities

**11%**

Technology Limitations

**11%**

Scalability

When surveyed, 57% of digital retail decision-makers are planning to replatform their digital commerce system within the next 18 months. In a separate survey, 60% of respondents said that functionality and capabilities are the lead driver for replatforming, followed by scalability (11%) and technology limitations (11%).

After deciding to replatform, it is important to understand the current and future states of the market to prioritize investments and develop successful strategy aligned to your company's unique needs.

<sup>1</sup> <https://www.forrester.com/report/Best+Practices+For+Commerce+Platform+Migration/-/E-RES137489>

<sup>2</sup> <https://www.statista.com/statistics/528584/worldwide-ecommerce-survey-replatforming-reasons/>



# Three Critical Factors To Consider

## 1 Consider Time to Value

The actual implementation of a new platform can be a substantial investment. For maximum return on investment, companies need to deliver business outcomes quickly and efficiently with minimal disruption to the business.

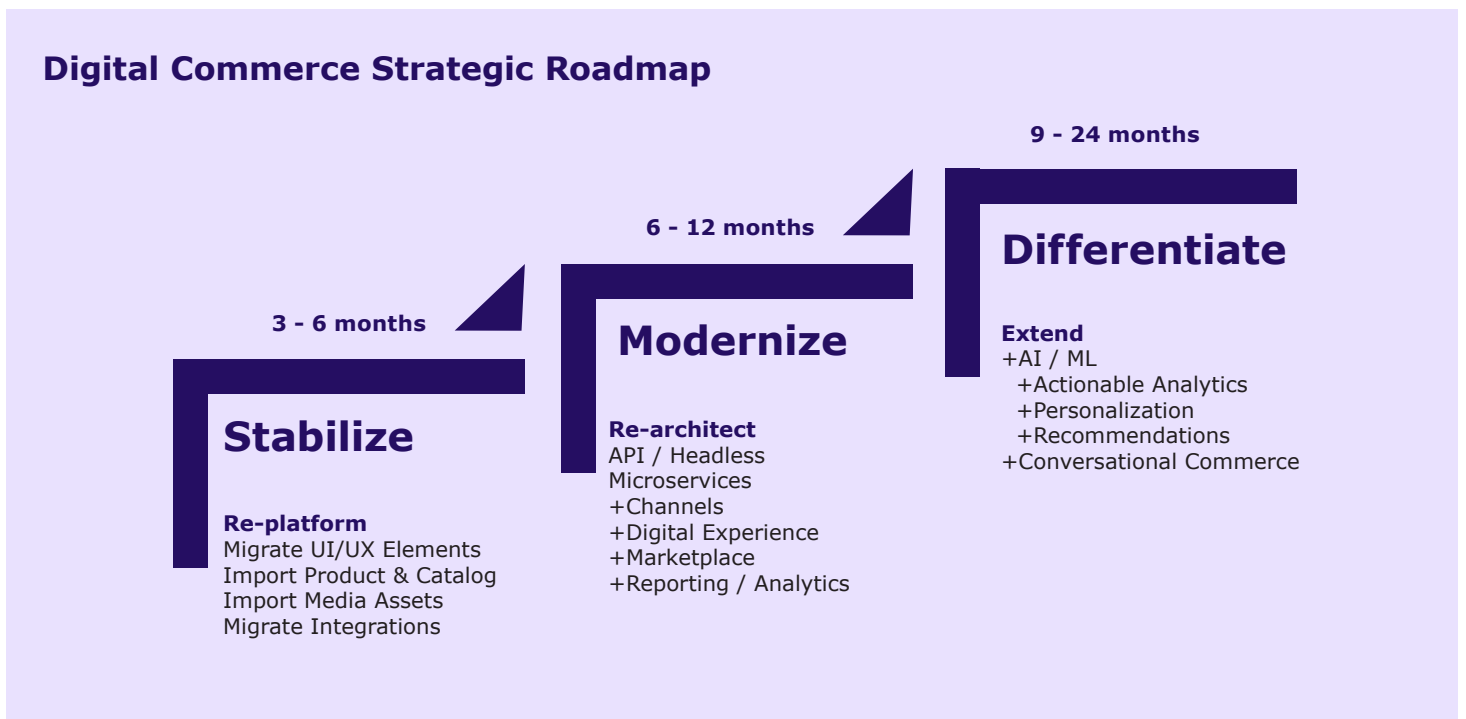
Choosing the right digital commerce architecture is a key enabler for success. The historical “monolithic” digital commerce platforms are making way for more flexible, de-coupled API-oriented architectures.

Finding a flexible, modular platform enables

companies to break up their digital commerce initiatives into smaller, more consumable, prioritized deliverables which helps businesses to meet tighter timelines and see tangible results quicker. project or to complete a project that’s already approved and in flight.

## 2 Plan For the Future

It is now more critical than ever to closely examine the current and future states of digital commerce. Understand how the market and technologies will evolve over the next several years, to meet the ever-evolving customer demand and improve the online selling experience.





Many organizations are currently leveraging aging technology platforms that were built several years ago, before modern architecture and programming languages were commonly used. More often than not, these organizations lack flexibility and the ability to move quickly and respond to market opportunities due to legacy architecture restrictions and built up technical debt.

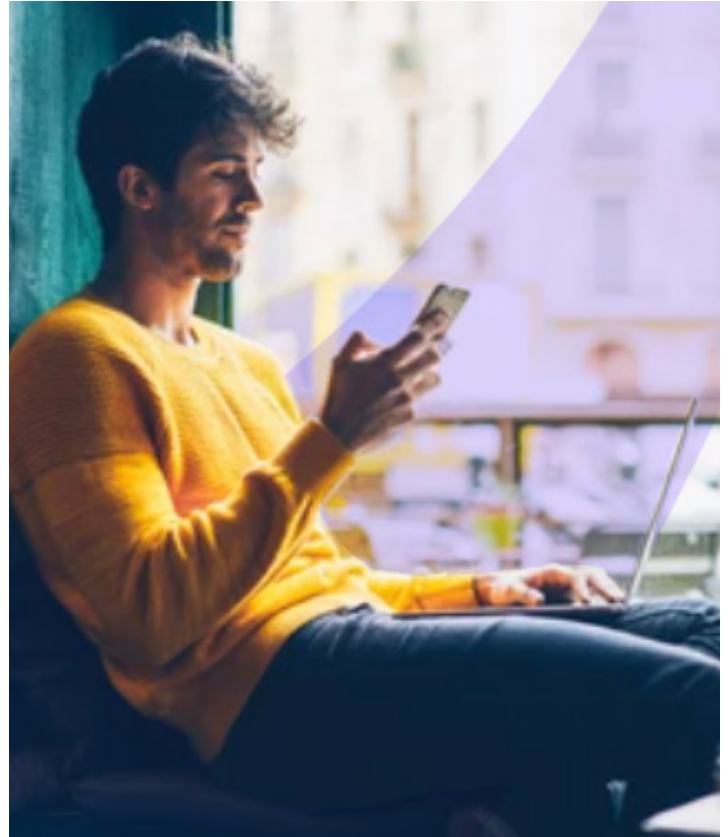
A clearly-defined digital commerce strategic roadmap is a key consideration when selecting a digital commerce platform to ensure your future success.

Modern digital commerce platforms are delivered via Software as a Service (SaaS) allowing for resources to be consumed on-demand – a key enabler for rapid innovation. When combined with investments in continuous integration/continuous delivery (CI/CD) tools and capabilities, organizations can iterate quickly in response to market opportunities.

Identifying a digital commerce platform with comprehensive out-of-the-box features and capabilities, a modern architecture and the flexibility to innovate and extend the platform is the key to future-proofing your digital commerce investments.

### **3 Read the Fine Print**

Deploying digital commerce platforms can be costly, and it is important for a company to understand and minimize the costs being signed up to.



Traditional vendors will offer between 1 - 5 year contracts that typically require upfront annual payments. These types of contracts lock companies into rigid models, removing the flexibility to use the platform according to the unique and changing needs of the company.

A modern and more business-friendly approach, is a pay-as-you-consume model. Instead of entering into a complex and lengthy contract on day one with a lump sum, the pay-as-you-consume model allows companies to pay for what they need, when they need it. Rather than over-capitalize based on your anticipated future usage/revenue – common with traditional licensing models, the pay-as-you-consume models help to reduce upfront costs with minimal upfront commitment.



The commitment between a service provider and a client, known as the service-level agreement (SLA), defines the guaranteed time your site will be online and available to transact business. Understanding the cost of downtime is imperative as even mere minutes of downtime can result in many thousands of dollars in lost revenue. Comparing and contrasting SLAs according to the needs of your industry is key to maximizing revenue and building trust with your customers.

performance efficiency, and cost optimization standards aligned with AWS best practices.

Backed by industry-leading 99.999% availability SLAs, native Disaster Recovery and 24x7x365 Global Support, Ultra Commerce ensures your site is always available to transact business. Shorten your time-to-market with a highly customizable and scalable solution that enables rapid business innovation, minimizes downtime, and helps you provide outstanding customer experiences.

## Conclusion

Choosing the right digital commerce platform for your business can be a tricky proposition. Decision-makers are looking for flexibility, scalability, and agility in a platform that can be delivered with a short time to market and with minimal risk.

Ultra Commerce delivers enterprise-grade commerce capabilities out-of-the-box, such as storefront, product catalog and promotions for both B2C and B2B use-cases. Ultra Commerce also has modules to significantly reduce the need for third-party technologies and integrations including an Order Management System (OMS), Product Inventory Management (PIM) and Content Management System (CMS).

Delivered exclusively on Amazon Web Services (AWS) and based on the AWS Well-Architected framework, Ultra Commerce adheres to the operational excellence, security, reliability,

## Request a Demo

Learn more about how the right digital commerce platform can transform your business.

[www.ultracommerce.co/get-started](http://www.ultracommerce.co/get-started)

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