

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 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.](#)

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](#)

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.](#)

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.](#)

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.](#)

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.](#)

