



eBook

The E-Commerce Software Buyers Guide

Everything you need to know to find the best solution for your business



The e-commerce industry has never been so connected — or complex. With e-commerce changes occurring at such an accelerated pace, brands and retailers must be ready to connect with consumers at any time, on any channel. That means you need an e-commerce solution capable of connecting your brand to more — more sales channels, more digital marketing platforms and more fulfillment support. But unfortunately, not all e-commerce platforms are equally effective at keeping you connected throughout the consumer journey.

So, how can you know if it's time to move to a new solution? And what can you do to make the transition as seamless as possible? In this guide, you'll find the resources you need to help decide which e-commerce tools and technologies are most likely to support your goals.

Why switch software?

There are a lot of reasons to consider moving to a new e-commerce platform. Maybe you're tired of technical glitches and a lack of reliable support. Or it could be that your listings are underperforming and your revenue goals are slipping further from reach.

No matter where you stand, the implications are the same: **If your current e-commerce software isn't keeping up with the latest industry changes, it may be time to make a move.** Thankfully, the process of switching to a new solution is much easier than you might think.





The Essentials Checklist

If you want to maximize your full potential across e-commerce channels, you need a solution that empowers you to:



Become More Agile

The right software will make it easy to manage all commerce, marketing, delivery and discovery activities in one central location.



Expand Quickly

With the acceleration of e-commerce, you need to be able to launch on new channels quickly, without having to rely on IT.



Scale Continually

Niche solutions will come and go, but the right software partner will be tested, proven and able to scale with your business.



Optimize Easily

The right solution will include all of the features you need to stay connected to consumers — no matter how frequently the industry changes.

What features should you consider?

The right e-commerce software will empower you to manage the full scope of e-commerce activities within one central location. Look for features and functions that will allow you to:

- **Connect** to an extensive network of retailers, brands and suppliers.
- **Market** to the right consumers with the right mix of advertising channels.
- **Sell** to more shoppers by providing a consistent experience across channels.
- **Fulfill** seamlessly by integrating all warehouse, fulfillment and logistics partners in one place.
- **Optimize** and scale quickly to meet changing demands in real-time.

In addition, look for advanced capabilities that will allow you to stay ahead of the latest e-commerce trends:

- Reliable, around-the-clock **tech support**
- Optional **account management** by dedicated specialists

“Every six months we’d hire a company...and then we’d find out two to three months later that the people we hired had a ‘set-and-forget’ approach. We were continuously paying for that service and they weren’t doing anything more.”

– Lisa Clark, Creative Director
The Candleberry® Candle Co



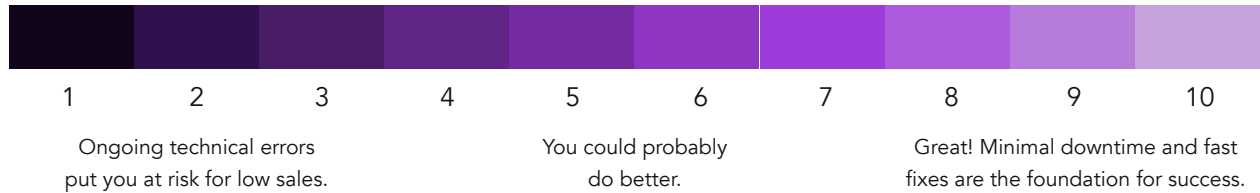
3-Minute Self Assessment

To help determine where things stand with your current solution, ask yourself the following questions:

On a scale of 1 to 10, how reliable is your current e-commerce platform from a technical perspective?

Constant glitches

Very reliable



How easy is it to navigate?

Extremely difficult

Extremely easy



How reliable are integrations and APIs?

Lots of bugs

Minimal issues are fixed fast



How often are enhancements and updates released?

Rarely

Multiple times a year



Quick Questionnaire

See how your current platform stacks up:

Is the company behind the platform growing?

An expanding company is a sure sign that your platform is evolving to help you meet increasingly complex consumer demands. Ask your account representative about growth over the last year: If the company has been steadily expanding departments or partnerships, that's a good indicator that the platform will continue to stay ahead of industry changes.

When you need technical support, is it easy to get a question answered?

In e-commerce, timing is everything. Every extra hour you have to wait to get an issue resolved or a question answered is another hour you're missing out on opportunities for sales.

What happens during peak seasons?

You should be receiving the same high level of support throughout the year, with an extra dose of "emergency" availability to help guide you through busy sales periods successfully.

Have you ever been promised a feature that never came to fruition?

This should never happen.

Are you confident your current platform will still be available in five, 10 or 20 years?

You should have enough confidence in the strength of your software to rest assured it will continue to scale with your business for years to come.

How quickly can you launch on new channels?

Whether it's testing new digital marketing campaigns or listing products on more channels, most expansions shouldn't take more than hours or days to launch.

Are you able to accomplish most of your selling, marketing and fulfillment activities within one platform?

If you're still logging into multiple dashboards to accomplish everyday tasks, that's a sure sign you've outgrown your current e-commerce software.

What does it take to switch solutions successfully?

Once you've decided it's time to move to a new e-commerce platform, several critical steps will help ensure a smooth transition.

1. Secure buy-in from your team

When moving to new e-commerce software, the first step is to get input from key players throughout your company to ensure a smooth transition across operations and departments. This includes anyone who will use or be impacted by the new platform.

2. Get your data in order

Do you own your content? If not, how will you acquire it? What assistance will you receive in obtaining it? This is critical: To be successful on new e-commerce software, you'll need valid product data. If you're having difficulty in this area, ask your new provider to recommend vendors who can help you obtain accurate product content.

3. Ask about technical support

The technical support team should be available to help you through integrations, launch and day-to-day management. Find out ahead of time what your options will be when questions arise.

4. Leverage partnerships

As you move to new software, take advantage of relationships your provider has developed with other industry partners — such as Amazon or Google — to get the full scoop on new opportunities as they arise. Ask to take part in beta programs when possible, and keep an eye out for invitations to test new initiatives.

If your e-commerce platform is doing its job, you'll continually experience more — more partnerships, more channels, more orders and more repeat customers. Because when you use a solution designed to support massive growth, exciting things will happen. With the right mix of features and functions, you'll not only evolve right alongside the industry. You'll open the floodgates to new possibilities, too.



Connect

Quickly list and manage SKUs in one central platform.



Expand

Grow your curated product selection seamlessly and easily.



Optimize

Scale by adding new partners, products and channels.

Ready to Switch Software?

Rithum gives you one platform for endless possibilities

As the world's largest and most trusted commerce network, Rithum is where brands, retailers and suppliers work in harmony to deliver amazing commerce experiences. Create more connected e-commerce experiences from beginning to end, all from one central platform.

Rithum for Retailers

- The world's largest unowned inventory network
- Best-in-class ad media and performance marketing
- End-to-end fulfillment and delivery capabilities
- Robust supplier discovery and reporting

Rithum for Brands

- The world's largest e-commerce network
- Advanced retail media and performance marketing
- End-to-end fulfillment and delivery capabilities
- Robust retailer discovery and reporting

Trusted by the world's fastest-growing brands and retailers



REI relies on Rithum to streamline 500,000 products across 50 feeds.

[See how](#)



ASICS saw revenue growth soar 72% with Rithum.

[See how](#)



PartsHawk increased revenue 173% after expanding fulfillment capabilities with Rithum.

[See how](#)



Razer experienced 10x marketplace GMV with Rithum.

[See how](#)

channel management
vendor since 2013

#1

global
channels

420+

annual managed
ad spend

\$500M+

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