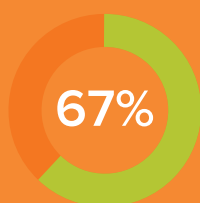


# ECOMMERCE PLATFORM SELECTION DRIVERS – TECHNOLOGY – CHALLENGES – TRENDS

## ECOMMERCE PLATFORMS THE STORY SO FAR

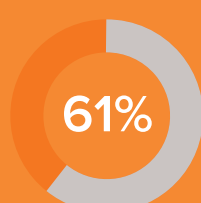


claim ecommerce platform selection is the most important decision in establishing a multichannel offering



use an external partner to support with platform selection and delivery

## TOP TECHNOLOGIES THAT ECOMMERCE FIRMS ARE INVESTING IN:



Internet of things

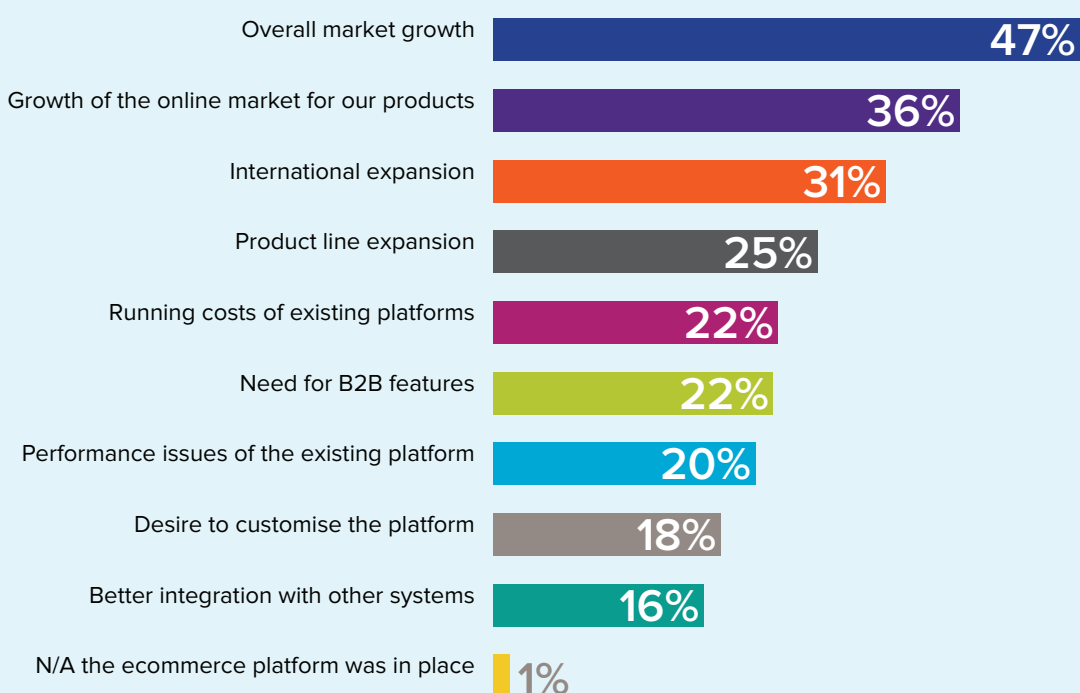


Purchasing

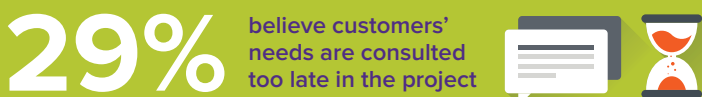
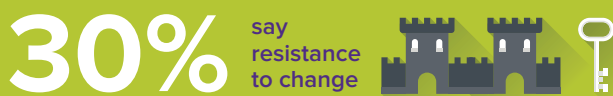


Personalised targeting (e.g. geolocation)

## WHAT WERE THE MAIN BUSINESS DRIVERS BEHIND YOUR DECISION TO CHOOSE YOUR ECOMMERCE PLATFORM/S?



## THE BIGGEST CHALLENGES:



8 in 10 firms are open to investing in new technology despite appreciating that some tools will turn out to be fads.

## THE SEARCH FOR SECURITY AND DEPENDABILITY

### WHAT ORGANISATIONS WANT...

#### FROM THEIR COMMERCE PLATFORM:

95% Flexible pricing

92% Security

92% Scalability

#### FROM THEIR TECHNOLOGY PARTNER:

97% Relevant experience

94% Understand our business vision

91% challenge our thinking

## WHAT HAPPENS NEXT?



Believe ecommerce will be the fastest-growing area in the next five years

### TOP TECHNOLOGIES FOR INVESTMENT OVER THE NEXT FIVE YEARS



Robots



Virtual/mixed reality



AI/machine learning

## DO ECOMMERCE BUSINESSES HAVE THE PLATFORMS IN PLACE FOR THE FUTURE?

29%

don't have the technology in place to cope with emerging trends in the next five years

20%

don't have the technology in place to keep up with new niche players

74%

of organisations say they plan to switch ecommerce platform in the next 12-18 months