B2B E-COMMERCE REPLATFORMING CHECKLIST

Ssana

The shortcut to e-commerce

INTRODUCTION

Have you decided it's time to change e-commerce platform? Whatever your reason to replatform, if your current web store is not meeting your needs, it's imperative for the success of your business to implement a platform that will.

For this guide, we gathered input from our e-commerce project, sales and customer success experts to ensure you have all the information you need to succeed. We've included 3 checklists for you to check off and fill in, as well as free templates and example stories to help you along the way. This checklist is specially designed for B2B businesses, to factor in the complexities that come with the B2B buying process and therefore with B2B e-commerce.

WHAT'S INCLUDED?

E-COMMERCE REPLATFORMING CHECKLIST

With the right plan, nothing stands in the way of a successful e-commerce replatforming project. Check off and fill in the following checklist to ensure you are fully prepared for your project.

1. Establish what you want to improve.

If you're looking to change e-commerce platform, there must be shortcomings in your current platform that you're looking to fix. So, start by identifying current issues and opportunities to improve.

Discover the 4 key reasons B2B businesses choose to switch e-commerce platforms in our blog post.

What is the main reason you want to change platforms?

Lower maintenance cost

Increase efficiency

Be more scalable

Improve the customer experience

Get more B2B-specific features

Other

List your problems and opportunity areas in order of priority. These should become your replatforming goals:

1 _____

2 _____

3 _____

4 _____

5 _____

2. Define what you want to keep.

If you have been using an e-commerce platform for a while, it's easy to know what you don't want. But you also need to identify what currently does work well for you, and therefore what you want to keep. Which features actually add value to you and your customers?

What features and functionalities do you have in your current web store that you cannot do without (your must-haves)? List in order of importance:

1 _____

2 _____

3 _____

4 _____

5 _____

3. Assess your remaining features.

Going through a replatforming project is a great opportunity to re-assess your current e-commerce features. Now that you've defined your must-haves, divide the rest of your features into the following two buckets:

1. Nice-to-haves: Features that you think work well, but don't necessarily add a lot of value.
2. Ones you can get rid of: Features that nobody is using or that you already know are not working.

List your nice-to-haves:

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List the features you can get rid of altogether:

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4. Find the right e-commerce solution provider for your business.

Armed with your above assessments, you can now approach e-commerce software vendors with your prioritized list of requirements to find the perfect fit.
But make sure to not only look at potential platforms and their features. There are many other factors to consider when choosing an e-commerce provider and partner, to ensure your chosen solution fits within the broader context of your business.

Check off these considerations when comparing e-commerce solution providers:

Out-of-the-box e-commerce software: Which provider's standard solution best meets your requirements as defined above?

Integration of systems: Will the e-commerce solutions fit into your current tech stack?

E-commerce costs: How do the solution providers compare financially?

Time to market: How quickly can the vendors get your web store live?

Relevant experience and track record: Do the e-commerce providers have the expertise you need?

Culture fit: Which e-commerce solution provider would make the best partner?

Support capabilities: How will the vendors help and educate you?

Find out more about comparing e-commerce solution providers in our blog post.

Once you've shortlisted your top 3 to 5 vendors, send them all a structured RFP to dive deeper into their offerings. Download our B2B e-commerce RFP template for must-ask questions and a handy vendor-rating system.

5. Set aside the necessary resources for two web stores.

During your replatforming project, there will be almost double the work for your teams. You need resources to help implement the new web store, but also people to run your current live web store, as your customers continue to shop online.

Who will work on which project? What additional resources can you assign to your project? Or how can you reprioritize current workload so that your e-commerce team can focus on this new project? Plan your resources:

_____

_____

_____

_____

6. Get your data ready for migration.

Ensure the content from your previous web store is stored correctly so you can reuse it in your new e-commerce platform. As each system works differently, be sure to ask your chosen provider what the requirements are for your next platform.

Ask your new e-commerce software provider the following questions:

How should you format your content?

Are there any templates you can use?

Then, get your data ready for migration:

Identify where all your data is stored.

Clean your data — can you remove, replace and add anything improve the quality of your data?

Format your content according to your new vendor's specification.

E-COMMERCE PROJECT CHECKLIST

Need a refresher on how to successfully run an e-commerce project? Or perhaps you were not present when your company implemented your previous web store? Be sure to check off these 10 steps to make your e-commerce project a success:

Define your e-commerce goals

Focus on your B2B customers' needs

Form a winning e-commerce project team

Communicate your e-commerce plans and align internally

Specify your e-commerce product requirements (MVP)

Get your data and content ready for your e-commerce website

Set up a timeline for your e-commerce project

Establish the right budget for your e-commerce implementation and maintenance

Make use of your vendor's e-commerce project expertise

Take the leap: launch your e-commerce site

Learn more about each of these steps: read our full blog post on How to Start Your B2B E-Commerce Project.

8 COMMON REPLATFORMING PITFALLS TO AVOID: CHECKLIST

At Sana Commerce, we have extensive experience in running e-commerce replatforming projects. So, we know what makes a successful implementation, but also what can delay, hinder and cause projects to fail. So here are some do's and don'ts from our experts to help your project run smoothly.

Don't replatform for the wrong reasons. Is your current platform the issue? Or is there a problem with your internal processes, or even with your e-commerce partner? Be sure that the root of the issue(s) you're trying to overcome lie with your platform and not somewhere else.

Don't be too strict on what old functionalities and capabilities you want in your new platform. Each software is built differently. When replatforming, you will therefore have to adapt and think about what really adds value in order to make the most of your new platform.

Do set aside enough resources. During your project, you will have to both implement a new web store and keep your old web store live and running. Often, we find that the live platform is abandoned as everyone is focused on the new one. To limit the time period of having to work on two web stores, look for a provider who can deliver a quick implementation.

Don't try to fix all your previous e-commerce issues in just the first release of a new e-commerce platform. Think first about your must-have fixes: those which will bring real added value to you and your customers. Only after this, if time and budget allow, should you start thinking about adding any nice-to-haves. To try to fix everything at once will only delay the launch of your new platform.

Don't format your data ready for migration before speaking to your new provider. Otherwise you might end up spending a lot of time formatting your data into an unusable format.

Don't use your e-commerce platform as data storage or as a product management system. This is what systems such as ERP and PIM solutions are designed for. You should use your e-commerce platform for marketing and sales services. Avoid duplicating data across your organization and risk making mistakes, by keeping to just one leading database.

Do find an e-commerce platform that will scale with your business. If your solution is too rigid to grow with you, or if the necessary developments are too costly and complex, you may find that you need to look at replatforming again sooner than you'd like. You can also look for a provider who offers a SaaS solution for automatic web store upgrades.

Don't feel that once you've kicked off a replatforming project, there is no going back. Once you've made an investment, it's tough to make the decision to stop the project and look for another solution provider. But if changing providers will benefit you in the long term, then you should seriously consider switching. See how Moto Direct did it: read its story.

FREE E-COMMERCE PROJECT TEMPLATES

Looking for more support and guidance for your e-commerce replatforming project? We've created the following free templates to help you get organized and guide your project. The first three templates are provided as Excel spreadsheets, so you can easily edit and reuse them as needed.

B2B E-Commerce RFP Template:
Use our e-commerce request-for-proposal (RFP) template and handy rating system to compare B2B e-commerce solutions and providers. An RFP standardizes your vendor evaluation criteria: by asking each vendor the same questions, you can easily benchmark them against one another — without any sales chatter to trip you up.
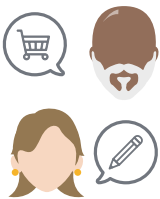
Download the template

E-Commerce ROI Calculator:
Calculate your projected e-commerce revenue and cost savings with our ROI calculator, and use it to build an e-commerce business case.

Try it out

E-Commerce User Stories Template and Examples:
User stories help you break down your customers' potential online journeys into specific steps. You can then use them to guide the functionalities and design of your online store. Download the template for a step-by-step guide and examples on how to create user stories for your e-commerce website.

Get the template

4 Steps to Convince Your Internal Stakeholders PPT Template:
Use our free e-commerce internal resistance PowerPoint presentation (PPT) template to convince your internal stakeholders of the benefits of having a B2B e-commerce solution.

Get the template

REPLATFORMING STORIES FROM OTHER B2B BUSINESSES

The following B2B businesses all went through one or more e-commerce replatforming projects themselves. Learn from their stories: discover what their catalysis for change was, what their e-commerce requirement checklists looked like, and what hurdles they had to overcome along the way — to inspire your own project!

How Moto Direct lowered TCO by 27%
Discover why Moto Direct switched e-commerce provider half way through its replatforming project. When the customer experience, B2B functionalities and maintenance costs of the new web store simply did not meet its business needs, the motorcycle apparel manufacturer and distributor had to make a difficult decision.

Read the full story

How Hummert International increased new business sales by 25%
Compare your replatforming requirement checklist to that of Hummert International. As more and more customers avoided using its first web store, the U.S.-based global distributor of horticulture supplies prioritized customer centricity when looking for its next provider.

Read the full story

How Ideal Protein accelerated growth by streamlining processes
Ideal Protein's old e-commerce solution posed a major challenge with regards to efficiency and workload. The health and wellness brand therefore looked for a solution that could help scale its business and accelerate growth by streamlining processes.

Read the full story

How Fastparts improved efficiency
Read about the hurdles Fastparts still faced after trialing two different e-commerce platforms, including manual data synchronizing and lack of B2B features. Plus, learn about the spare parts company's future plans now it has found the right platform.

Read the full story

Looking for more inspiration?
Read more stories from businesses like yours and discover 8 great examples of B2B e-commerce.

WHAT IF YOU COULD BENEFIT FROM...?

✔ Low e-commerce TCO and maintenance

✔ A scalable platform

✔ E-commerce designed for B2B businesses and customers

✔ Quick implementation

How? With ERP-integrated e-commerce. Built inside your SAP or Microsoft Dynamics ERP, integrated e-commerce uses the existing business logic and data stored in your ERP to power your web store.

Discover all 40+ benefits of ERP integration.

SAP Partner

Microsoft Partner
■ Microsoft

Gold Enterprise Resource Planning
Gold Application Development
Gold Cloud Platform

Worth a quick look, right?

Schedule a free consultancy call with an e-commerce expert to review your current web store and see how ERP-integrated e-commerce can help you.

BOOK A FREE CONSULTANCY CALL:
WWW.SANA-COMMERCE.COM/CONSULTANCY-CALL

ABOUT SANA COMMERCE

Sana helps businesses all over the world reach their full potential. We offer the shortcut to e-commerce. How? Through 100% seamless integration with SAP and Microsoft Dynamics. Our e-commerce solution leverages existing business logic and data in powerful and user-friendly web stores. This lets our clients focus on improving customer experience, streamlining sales processes, and increasing sales volume and frequency.

Sana Commerce is a certified partner of Microsoft Dynamics and SAP. Our innovative approach and strong partner network make Sana the driving force behind over 1,500 web stores worldwide. Because of our experience and expertise, we can go all the way, offering not only a product but also supporting services such as online marketing, Search Engine Optimization (SEO) advice, hosting, design and online payment providers.

Make your business future-proof and join the e-commerce movement.
For more information, visit www.sana-commerce.com

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