



## Choosing the right ecommerce platform for your business

Setting up and running an online retailing business can be complex, and specific needs vary from business to business. eCommerce is not cheaper than traditional bricks'n'mortar retail; the costs are merely spread across different things. Setup costs for today's most widely used ecommerce platforms can range from \$15,000 to \$300,000+ with ongoing annual costs ranging from \$30,000 to \$200,000+ depending on the platform, business turnover and third-party plugins.

Before committing to a new ecommerce platform, it pays to clearly define what you need, both for the immediate and foreseeable future. We believe the less systems you need to rely on, the less headaches you will encounter. The more flexible, feature-rich and customisable a platform is, the more scalability it enables, and the more growth it will support.

Replatforming is a major exercise, typically very time consuming, stressful and disruptive. Selecting the right commerce solution today can save time, improve efficiency, support faster expansion and future-proof your business.

If you contemplate the features and functions your business will need for the foreseeable future, we believe you will also appreciate the superior benefits ZELLIS Connect offers.

The table on the following pages compare the various features and functions of Australia's three most popular ecommerce platforms alongside ZELLIS Connect.

Platform features correct as at February 2020

- Native
- Not available
- Third party add-on or plugin required

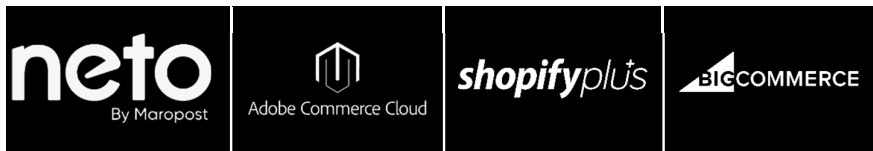
	 <small>By Maropost</small>	 <small>Adobe Commerce Cloud</small>		
Hosting included	✓	✓	✓	✓
Australian phone support	✓	✓	✗	✗
Level 1 PCI Compliance	✓	✓	✓	✓
No transaction fees	✓	✓	**	✓
Software updates	✓	*	✓	✓

\* Adobe Commerce Cloud includes hosting. Usage and track spikes can impact pricing.  
 \*\* 0.15% transaction fee for not using Shopify Payments.

## Product Management & Marketing

Unlimited products	✓	✓	✗	✓
Kitted products	✓	✓	✓	✓
Variation products	✓	✓	✗	Up to 600
Custom fields	✓	✓	✗	✓
Wishlists	✓	✓	✗	✓
Volume tiered pricing	✓	✓	✗	✓
Multiple customer price groups	✓	✓	✓	✓
Cross selling products	✓	✓	✗	✓
Upselling products	✓	✓	✗	✓
Extra options	✓	✓	✓	✓
Rewards points	✓	✓	✗	✓
Coupon codes	✓	✓	✓	✓
Stored credit cards	***	✓	✗	✓
Buy Now Pay Later	✓	✓	✓	✓
One page checkout	✓	Custom	✓	✓
Abandoned cart email	✓	✗	✓	✓
Email marketing integrations	✓	✓	✓	✓
Location finder (via Google Maps)	✓	✓	✗	✗

\*\*\* Stored cards via Stripe gateway



## Inventory Management

Low inventory reporting	✓	✓		
Demand forecasting	✓	✓		
Purchase order in multiple currencies	✓			
Tracked and landed costs calculator	✓			
Import stocktakes & adjustments	✓			
Goods receipt with barcodes	✓	✓	✓	✓
Pick & pack with barcodes	✓	✓	✓	✓
Multichannel inventory control	✓			✓

## Shipping

Dropshipping	✓	✓		
Multiple carrier label printing	✓			
Consignment manifesting	✓			
Custom shipping zones	✓	✓	✓	✓
Real-time shipping quotes	✓			✓
Low cost routing	✓			

## Warehouse Management & Order Processing

Bulk order processing	✓			
Bulk payment processing	✓	✓	✗	✗
Returns management	✓	✓		✓
Workflow management	✓	✓		✓
Editing placed orders	✓	✓	✓	✓
Split orders	✓		✗	✓
Manage preorders	✓	✓		✓
Manage backorders	✓	✓	✗	✗
Customisable pick slips & locations	✓	✓	✗	✗
Customisable dispatch documents	✓			
Mobile app to scan pick & pack	✓			
Unlimited warehouses	✓	✓	20	✓



## Customer Relationship Management (CRM)

Customer accounts	✓	✓	✓	✓
Credit limits & invoice terms	✓	✓	✗	✗
Customer pricing groups	✓	✓	✗	✓
B2B customer statements	✓	✓	✗	✗
Automated payment reminders	✓	✓	✗	✗
Trade customer signup automation	✓	✓	✗	✗

## Connectivity & Reporting

Automated FTP data import/export	✓	✓	✗	✗
Open API	✓	✓	✓	✓
Analytics (powered by Glew)	✓	✗	✓	✗
Integrate multiple webstores	✓	✓	✗	✗

## Sales Channels

Webstore	✓	✓	✓	✓
Unlimited point-of-sale registers	✓	✗	✓	✗
Unlimited eBay stores	✓	✗	✗	✗
Catch.com.au Marketplace	✓	✗	✗	✗
Amazon Australia	✓	✗	✗	✗
Kogan.com Marketplace	✓	✗	✗	✗
MyDeal.com.au Marketplace	✓	✗	✗	✗
MySale Marketplace	✓	✗	✗	✗
PayDay Deals Marketplace	✓	✗	✗	✗
TradeSquare Marketplace	✓	✗	✗	✗
Google Shopping	✓	✓	✗	✗
Facebook & Instagram	✓	✗	✗	✗

Neto by Maropost is a full-service unified commerce solution for retailers and marketplace sellers looking for more efficiency, reliability and control over their data across multiple channels. Neto is a fully maintained, versatile and high performing SaaS platform which means no hosting, no security certificates, no patches or software updates, and no worries when it comes to 100% switched-on multichannel retailing for both in-store and online channels.

**ZELLIS** ZELLIS is a Maropost Platinum Agency Partner and a Shopify Partner.

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