



SCALABLE ECOMMERCE

Product Comparison



Introduction

The modern consumer is presented with an unlimited amount of options for everything he desires. With the swiftness of a single search he can easily compare each offering and decide who is going to make the sale. There are many deciding factors that are going to influence him in this decision: The overall feel of an application, the ease-of-use, the convenience, the prices and the services a company provides. "Performance" is the name of the game and it is going to influence every sale.

On a technical level, performance is measured in two ways: (1) the processing time required for each request and (2) the ability to handle growing numbers of customers. As a company, you want your software to perform well on both levels. A page has to be loaded quickly and remain fast with an increasing number of customers. Even search engines take the overall page speed into account when they rank a site against their competitors.

There are many business software offerings currently available on the market, but not all can perform well with changing demands. The requirement for a single installation application is significantly different from a large-scale operation. As sales figures are going to shift through the years, your webstore should be able to adapt accordingly.

This document gives an overview over technical aspects of a scalable eCommerce application and compares the current state of market solutions.

Feature Comparison

The overall performance of a system can be measured by the following categories:

- Scalability
Determined by sophistication of clustering & caching mechanism
- Flexibility
Sunk costs in system customization
- System Performance
Overall system performance
- System security
Framework security measured against OWASP
- System control
Access to source code, data & hosting
- Licensing cost
Single installation costs

These categories encompass almost everything a business may require to develop, operate & extend a growing eCommerce solution. As both scalability and flexibility go hand in hand with licensing cost, they also give a business perspective on growing operations, while truthfully representing their overall costs. Likewise, system security & system control gain a more prominent role as the business extends.

We compared the most prominent market solutions:

1. Magento
2. IBM Websphere
3. Shopify
4. Demandware
5. Intershop
6. Shopware
7. Hybris
8. SCIPRO ERP / Apache OFBiz

All competing solutions offer a customizable eCommerce application, but differ in complexity. One could argue that the solutions are each targeted towards a specific company size. Whereas Magento, Shopware and Shopify are more often seen in small businesses, IBM Websphere, Hybris, Demandware, Intershop and SCIPRO ERP / Apache OFBiz are more commonly found in mid- to large size companies. This is reflected in their number of installations, as well as the all around product features provided. Whereas small business applications offer a focused eCommerce solution, the others are often packed with modular extensions for all other aspects of a business. SCIPRO ERP itself ships as a full ERP (enterprise resource planning) software,

FEATURE COMPARISON

including all aspects of warehouse management, production, accounting, human resource management, CRM, eCommerce and more.

The following table outline can thus be seen as a general answer to the question:

Which software can scale with me the best?!

	Scalability	Flexibility	Performance	Security	Control	Costs
Magento	★ ★ ☆	★ ☆ ☆	★ ★ ☆	★ ☆ ☆	★ ★ ☆	★ ★ ☆
IBM Websphere	★ ★ ★	★ ★ ☆	★ ★ ☆	★ ★ ☆	★ ★ ☆	★ ☆ ☆
Shopify	★ ★ ☆	★ ☆ ☆	★ ★ ☆	★ ★ ☆	☆ ☆ ☆	★ ★ ☆
Demandware	★ ★ ☆	★ ☆ ☆	★ ★ ☆	★ ★ ☆	★ ☆ ☆	★ ☆ ☆
Intershop	★ ★ ☆	★ ★ ☆	★ ★ ☆	★ ★ ★	★ ★ ☆	☆ ☆ ☆
Shopware	★ ★ ☆	★ ★ ☆	★ ★ ☆	★ ★ ☆	★ ★ ☆	★ ★ ☆
Hybris	★ ★ ★	★ ★ ☆	★ ★ ☆	★ ★ ★	★ ★ ☆	★ ☆ ☆
SCIPPIO ERP	★ ★ ☆	★ ★ ★	★ ★ ☆	★ ★ ★	★ ★ ★	★ ★ ★



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