

Why Choose eComchain Over Other Commerce Cloud platforms?





With an ever-changing landscape in the eCommerce world, challenges faced by brick-and-mortar stores keeping up with their competition in the online business, you need an eCommerce platform that meets all your requirements, that can scale seamlessly helping you grow your online business. With changing customer trends, channels and technologies creating a new era of commerce, you can't afford to use old tools.

eComchain is a platform that is built on powerful **SaaS architecture**, hosted on AWS and MS Azure with a team of professionals who bring with them years of experience and deep understanding in various verticals.

Here are few of the reasons why customers have chosen eComchain for their business when compared to other eCommerce platforms:

| | |
|----------|-----------------------------------------------------------------------|
| 1 | Quickest ROI with Lowest TCO and scalable platform |
| 2 | Intuitive UI for efficient management of the site non-technical users |
| 3 | Based on Opensource Technology with periodic new releases |
| 4 | The only Complete B2B2C platform connecting businesses |
| 5 | Enhanced AI increasing online revenue by 15% annually |
| 6 | A 1-stop-shop platform with integrated B2B & B2C features |
| 7 | Blockchain with eCommerce |
| 8 | Complete with features for increased site traffic |
| 9 | SOC 2 Type 2 & PCI Compliance |



1

Quickest ROI with Lowest TCO and scalable platform


With eCommerce requirements moving across businesses at a rapid pace, it's imperative to implement an eCommerce solution that takes care of complex integrations, providing scalable features and ensuring a **quick ROI with the lowest total cost of ownership**.

eComchain, the **only B2B2C Cloud-based eCommerce**, is a leading eCommerce platform hosted on AWS and Microsoft Azure focused on ease of use and extensibility, with periodic updates providing innovative solutions for businesses across the board.

eComchain's core strength has been its operational efficiency combined with transparency in the costs, ensuring businesses do not have to deal with any surprise pricing changes affecting the bottom line of the online revenue.

Unpredictable costs can become a major roadblock for businesses to grow.

eComchain's pricing model is based on the signed-off business requirements ensuring there's a good understanding upfront, of the effort involved in building a website that includes complex integrations to ERP applications such as Oracle, SAP, Microsoft Dynamics and other factors related to landing page design, product management, reports providing valuable insights into revenue. In a nut shell, **eComchain ensures a FIXED cost model** based on final requirements. With eComchain, it's easy to scale up easily for optimal performance during peak periods at no additional cost.

- 
- With one of the **highest ratings of 4.8 out of 5.0 on GartnerPeer insights** eComchain has proven itself to be one of the most reliable, model, cost-effective and scalable platform in the industry.
 - Other eCommerce platforms have been designed for certain segments in the industry however, they lack integrations to complex must-have back end applications that's required for an efficient day-to-day operation.
 - eComchain **offers a complete end-to-end solution**, keeping the back end application as the single source of truth by gathering valuable information related to customers and orders from the back end applications and transferring eCommerce orders to the back end applications in the most effective and efficient manner at the lowest TCO.
 - **AI-driven personalization** with product recommendations, Integrated POS system providing omnichannel experience, content management, image scaling, CDN, and responsive designs for mobile shopping means eComchain can help you go live faster for less with an integrated solution.
 - Comparatively, every other platform relies very heavily on resellers and partner network for the solutions or a Partner Marketplace where the missing plugins are downloaded for additional cost.

A photograph of two women, one in a red top and one in a grey top, smiling and looking at a smartphone held by the woman in red. The background is slightly blurred, showing an indoor setting with a plant.

2

Intuitive UI for efficient management of the site non-technical users

In a fast paced eCommerce era, it's imperative to keep up with customer demands and stay ahead of the competitors.

Gartner Peer Insights, where merchants provide reviews various eCommerce platforms, have given the **highest rating for eComchain among 20 top similar vendors.**

eComchain is fully featured with out-of-the-box, **ready to use integrations with ERP applications**, payment processors, shipping carrier, that can be customized to meet your specific business needs and **launched as quickly as 10 weeks.** With its **intuitive dashboard**, you can turn on and turn off a myriad of features that may nor may not be required for the site. Additionally, the UI/ UX features, search and SEO, integration with PIM, setting up **AI with data science**, **complex pricing algorithms**, promotions & discounts, catalog and product management can be managed centrally for multiple number of sites hosted on eComchain.

Setup and manage **Marketing Campaigns, Loyalty programs and Newsletters** increasing the reach to your end consumers. With eComchain's Site Builder you can manage the entire customer experience– and preview complete pages on the desktop and mobile devices confirming responsiveness before saving the changes. All this and more can be setup and deployed by business users with no IT help whatsoever.

As the business needs grow, merchants can leverage multiple language and multiple currency features to expand to new countries, test new markets, brands and business models by replicating the live site.

On the contrary, other Commerce cloud platforms are built on proprietary code making it challenging to customize with dependence on 3rd party reseller or partners, making it slower to deploy with increased cost.

- For eg. any UI change on any other platform requires IT intervention. Most useful feature offered by eComchain allowing business users to drag and drop that controls the experience or create mobile-first and content-rich sites, is missing from other platforms.



3

Based on Opensource Technology with periodic new releases

eComchain is built on a **fast, stable and scalable commerce platform hosted on AWS and Microsoft Azure** designed to meet most complex eCommerce requirements with integration to high-end ERP applications that's required in the present day and future commerce providing the most innovative digital solutions.

With updates, every quarter, eComchain is about providing the most modern platform keeping your business in mind, compared to any other eCommerce platform.

With eComchain, organizations can rely on the latest technologies deployed by its experts with close to 20 years in the eCommerce space, with quick deployment, resulting in super quick ROI. eComchain has been built from the ground-up with **Microservices feature enabled for customers who would like to leverage just the Cart functionalities**, with responsive designs as a standard out-of-the-box solutions using **open source technologies**. eComchain team can also tailor your storefront to suit your unique needs with pre-packaged integrations.

Provide features to your customers to use voice-based eCommerce, turn on and turn off useful features, or expand into global markets without too much of development effort and cost.

eComchain is a ready-to-go ecommerce platform easy to customize and deployed based on business requirements. Since all eComchain functionality is available via Microservices, there is a wide range of flexible options for implementation, for headless or hybrid eCommerce storefronts.

Based on eComchain's 20 years of experience in commerce, it's a platform you can depend on—with a clear roadmap for updates well into the future.

- With an **open architecture, easy to develop and deploy**, customers do not require any specialized knowledge of the technology that eComchain is built upon.
- Organizations can focus on their core business, while eComchain focuses on **delivering a differentiated, revenue-driving eCommerce storefront**. With an open API architecture, REST services, No-SQL Mongo DB and modern, standards-based skills like HTML5, CSS3, Angular JS 9 and Node.JS, eComchain developers are adept at their work adding real value to the business and improving business operations.

By comparison, other eCommerce platforms have been acquired and rebranded multiple times. Most of the eCommerce platforms and technologies they use are archaic, with a decade old technology, based on integration to various 3rd party applications and plug ins, increasing the implementation time-frame and cost.

Additionally, most of the eCommerce platform is built on a closed system before mobile commerce or the emergence of APIs and offers much more limited capabilities with a lot of reliance to 3rd party plugins for extensions increasing time and cost to deploy. While some APIs that have been made available piecemeal over time, they are often available through 3rd party vendors or resellers with limited support, meaning they are much harder to manage, less scalable, and inflexible as they are not well integrated to the platform.

- While other eCommerce platforms rely on tools and features to be built by resellers or partners, **eComchain's development team has laid out a clear plan for the next few years with focus on enhanced AI involving easy to use tools around Data Science** ensuring businesses benefit and increase their online revenue rapidly using the valuable **analytical reports available in just 1-click** on eComchain dashboard.



4

The only Complete B2B2C platform connecting businesses

eComchain has been designed with a unique B2B2B eCommerce solution and its the only complete solution connecting businesses at various levels of supply chain. **A robust scalable B2B portal with easy to deploy B2C sites** under the same organization provides useful information of the end consumers, giving organizations a chance to improve the product quality, speed with which the product is shipped and various other factors that otherwise does not get passed over by the dealers or distributors for want of time.

On the contrary, all other platforms claim to fame is either a B2B or a B2C solution, however not a completed, tried and test B2B2C eCommerce platform.

B2C Dealer or Distributor sites can be branded as specialized sites with integration to the organization or manufacturer's inventory, with the same features offered to the B2B site. Using eComchain's Site Builder tool there are no limitations on how to tailor the B2B or B2C site experience, or branded look and feel.

Be it B2B or B2C storefront, eComchain offers complete control to create storefronts with striking template-driven-landing-pages without any limitations, that meets the business requirements. **Drag-and-drop tools available on the Site Builder**, help businesses rapidly change layouts across sites, design, and mobile-specific experiences without any technical help.

It's not just designers who love the flexibility of eComchain. IT professionals appreciate how it's designed making integrations to 3rd party ERP applications, shipping carriers and payment gateways are straightforward and more cost-effective.

Everything is exposed as a **REST-based web service to enable straightforward integrations and data passing with other critical on-premise and cloud systems** – whether it be Oracle, third-party, or homegrown. Customers can take advantage of prebuilt connectors to other applications, and third-party integrations can be added, developed and deployed in just a few weeks by eComchain team.

Server-side extensions empower Developers to extend and customize site functionality without impacting upgradability. This level of flexibility will increase your business' agility, creative flexibility, and lower long-term maintenance costs.

By contrast, other eCommerce sites have a basic, templated look and feel with no integration capabilities. With more rigid layouts, lack of business user control, and delivery constraints, sites look very similar to competitors. Other platforms do not offer fully exposed APIs that mesh well with other systems, resulting in costly, fragile integrations.

5

Enhanced AI increasing online revenue by 15% annually

eComchain's **built-in-AI uses advanced data analytics algorithm** presenting the right offers, product recommendations, and relevant search results to shoppers from the moment they land on your site. Data science engine analyzes data available along with shopper context data (e.g. latest search, past orders, click stream, last product viewed) to present the product recommendations and other useful information prompting or enticing the customer to make the purchase.

Get real insights into the way customers shop by analyzing reports built by eComchain team, highlighting products sold or abandoned in a cart.

Using dashboard-based reports , **merchants can quickly assimilate useful analytical reports from different storefronts** (under the same organization), different segments of users to optimize engagement, sales, and order values. Combined with integrated product recommendations, intelligent search, and audience's personalization, eComchain makes shoppers feel known and valuable.

Other eCommerce platforms rely on 3rd party data science algorithm or applications to provide details or reports around user behavior, not as vast or complete as eComchain's dataset. Additionally, 3rd party algorithms are harder to create datasets connected experiences across commerce, marketing, and service, lacking the control that merchants need.

They lack advisory controls, the ability to impact the algorithm/results and it is unclear if their commerce AI is anything more than relevant search and product recommendations.

Coercing merchants to find a bolt-on solution from a third party adds to IT costs, complexity, siloed data, and the inability to test anything other than cosmetic changes. On the other hand, eComchain's reporting capabilities guides optimizations with plenty of suggestions.

A photograph of two young women with long blonde hair, smiling and looking at a smartphone together. The woman on the right is wearing a wide-brimmed straw hat. The background is slightly blurred, suggesting an outdoor setting. The image is overlaid with a semi-transparent dark blue rectangle containing the text for the section header.

6

A 1-stop-shop platform with integrated B2B & B2C features

Evolution of B2B and B2C eCommerce solutions in the past couple of decades, as distinct offerings, has led to inefficiencies, with duplicated effort that goes into maintaining separate eCommerce platforms. For organizations that would like to see a **unified experience connecting B2B and B2C eCommerce storefronts at various levels of the supply chain**, eComchain becomes an automatic choice.

eComchain is a 1-stop-shop that has integrated various touch points of B2B and B2C customers and transactions on a single platform providing administrative access to both B2B and B2C merchants who can setup their own specialized branded sites for their end consumers. End consumers for a B2B eCommerce storefront typically are dealers or distributors, who can sell on the same eComchain platform by setting up their B2C dealer or distributor sites for their end consumers. This provides visibility of end consumer shopping behavior, useful data that helps various levels of the supply chain, thus improving operational efficiency, agility with reduced cost. With this unified platform approach, **organization are able to share valuable insights helping make informed decisions that in turns helps in increased revenue and profitability**, even if the two administrators are operating in silos.

B2B & B2C sites can leverage the same tools to setup specialized storefronts with nuances on the layouts and content, being able to provide the same backend integrations, if required, that transacts to an ERP application, as the single source of truth. eComchain also ensures that sites supporting each business have features and user experiences for each specific audience visiting the storefront. For example, a B2B or wholesale site needs custom catalogs, pricing, and payment terms, while B2C experiences may leverage other features such as GPS tracking to increase foot traffic to the physical store, marketing campaigns, loyalty programs to increase online revenue, including Point-of-sale system built with omnichannel features.

Other eCommerce platforms do not offer B2B and B2C storefronts in a unified platform. For eg. In 2018, Salesforce acquired CloudCraze, a former partner, to handle B2B commerce programs. However, it has not yet solved the core business challenges of having two separate platforms and siloed operations. Salesforce Commerce Cloud and CloudCraze are built on two separate technology stacks, with two separate toolsets/UIs, and two separate pricing models. Not only does the use of two separate platforms mean different roadmaps, integrations, and skills to manage, but benefits and efficiencies of unified B2B and B2C programs seem difficult to achieve



7

Blockchain with eCommerce

With the advent of blockchain technology, buyers browsing or shopping on an online storefront will be able to purchase products that are validated or verified by platforms offering blockchain technology.

Blockchain combined with eCommerce offers greater security and anonymity, offering the much-needed protection to the consumers, as there is no particular centralized system observing and collecting data on the blockchain. By placing the power of data control in the shopper's hands, they are free to either sell that data to interested third parties or simply sit on it.

eComchain has integrated it's with blockchain technology offered by Ethereum, the market leaders in blockchain technology. eComchain's solution illustrates how a blockchain technology can solve the existing problem of verifying the validity of digital assets such as a picture of certified part sold online. Using this solution, the online shopper is assured of a proof of the digital asset certified by an institution, such as Ethereum, on the blockchain.

Other ecommerce platforms do not have a proof concept demonstrating Blockchain with eCommerce.



8

Complete with features for increased site traffic

Marketing Campaigns

With growing competition, it's always important to let online shoppers use offers and discounts on a periodic basis. Automated marketing campaigns that promote your products to a select audience in a particular region based on their shopping behavior increases visibility and online revenue.

Loyalty Programs

Retain your customers by offering them loyalty points through custom programs built by eComchain. These points can be used by your customers on their future purchases.

Integrated Point-of-Sale System

Online shoppers can always stay connected on multiple devices when they download eComchain's Point-of-Sale system on their hand-held devices via Android Marketplace or iOS App Store, providing an Omni-channel experience to online shoppers. Orders placed via the storefront can be paid and processed on the POS system when the shopper visits the store to pick the order.

Processing Returns

Return policies have become an essential ingredient of any eCommerce website just as it is with brick-and-mortar. Being able to process returns on an eCommerce website is a trust-building feature, reassuring buyers they can return the product if they are not happy with it. eComchain provides this feature with integration to payment gateways to process the return payments.

Virtual Try-On feature

Online shoppers can use this eComchain feature to check out how a product would look virtually in their homes – for e.g. a lamp can be dropped and dragged onto a table to see how it looks virtually before making a decision to buy.

Integrated GPS tracking mobile application

Increase the foot traffic to physical stores by implementing this feature that lets shoppers know of special offers on their mobile devices when they are within a particular distance of the store.

9

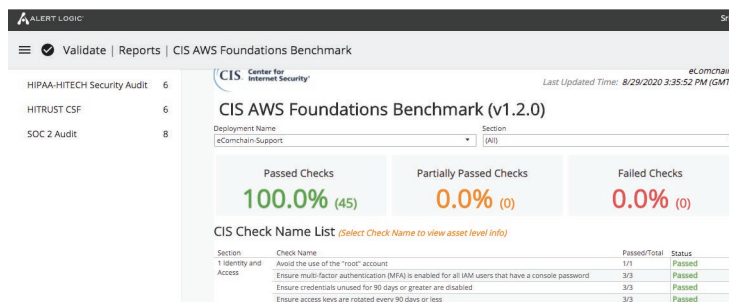
SOC 2 Type 2 & PCI Compliance

SOC 2 Type 2 Compliance

eComchain successfully completed its SOC 2 Type 2 readiness assessment through an external auditor 'A-Lign' during Q1 2020 for its eCommerce SaaS cloud services in accordance with the 2017 Trust Services Criteria (TSP Section 100) regarding common criteria/Security. This was performed with a view to showcase eComchain's capability to securely manage the client's data and its privacy, thereby protecting the organizational interests.

SOC 2 Type 2 compliance ensures the following:

- ✔ The ability to meticulously analyze eComchain's platform's vulnerability scans for avoiding, mitigating, transferring and accepting the risk posed by any identified vulnerabilities.
- ✔ Leveraging the Center for Internet Security (CIS) benchmark for baselining the best practices for securely configuring a system, as shown in the chart below.
- ✔ Ensuring eComchain is followed and 100% compliant on the Amazon Web Services (AWS) server platform on which eComchain is hosted.
- ✔ Running CIS scans regularly on the eComchain environment for scanning through the various system security components including Identity and Access (IAM), logging, monitoring and networking.



SOC 2 Type 2 compliance process has helped eComchain to significantly distinguish itself from its eCommerce competitors in the market by effectively assessing the design of the platform's internal controls supporting the eCommerce services and proactively redesigning the organizational policies, controls and procedures towards achieving a truly secure and compliant eCommerce platform.

PCI Compliance

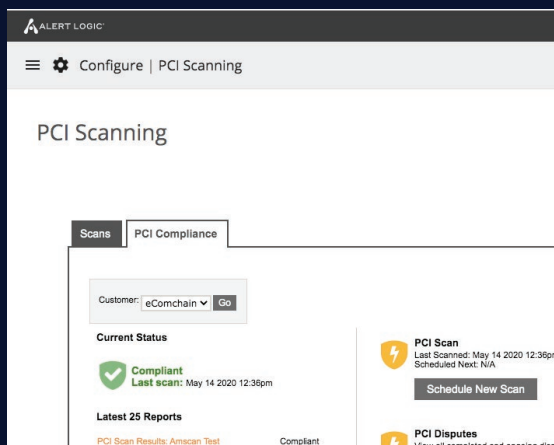
eComchain is a platform that integrates with various payment solutions and credit card platforms. The Payment Card Industry (PCI) compliance is of utmost importance to provide a secondary layer of protection for both our payment merchants and cardholders. eComchain's clients gain their confidence on the platform through its professional security coverage with AlertLogic that provides intrusion detection system and lock management.

Various components of the PCI compliance to guard the public facing applications against all the payment threats and vulnerabilities include:

- ✓ Web Application Firewall (WAF) deployments securing all the traffic and incidents with various levels of logging through root or administrative privileges
- ✓ Validation of logical access attempts and enhanced authentication mechanisms
- ✓ Verification of all monitoring-based audit logs, creation and deletion of system level objects
- ✓ Timely detection and reporting of critical security control system failures

The PCI vulnerability scans are performed to verify that all the "high risk" vulnerabilities are assessed and resolved in accordance with the entity's vulnerability rankings as a part of eComchain's System and Organization Controls (SOC) compliance. AlertLogic attests that the eComchain PCI scan process follows a strict manual or automated quality assurance process with customer boarding and scoping practices and review and correction of disputed/incomplete results and false positives.

PCI scans can be performed on a need basis on eComchain's AlertLogic dashboard by pointing the scan-end-point to the required IP address. This is very useful to make sure that the platform hosting the required client storefront remains PCI compliant at all times irrespective of any new changes, patches or updates to the system or the website.



A photograph of two men, one with a beard and one without, both smiling and looking at a laptop screen. The image is overlaid with a semi-transparent blue filter.

Make the smart commerce choice with eComchain

With a proven history of innovating in the IT space, you can count on eComchain to help you make the most of modern commerce technologies—freeing you to focus on innovating in other areas.

A truly unified platform, eComchain can offer everything you need to delight customers, improve brand engagement, and generate more revenue and loyalty. And as everything is owned and managed by eComchain, you can be sure you'll get a predictable cost.

To learn more about eComchain, [request your personalized demo](#). Or, if you have any questions about eComchain's commerce solutions, you can [chat with an eComchain expert now](#).



Worldwide Headquarters

9300 Wade Blvd Ste 301, Frisco, TX 75035

CONNECT WITH US



facebook.com/



youtube.com/



linkedin.com/



twitter.com/