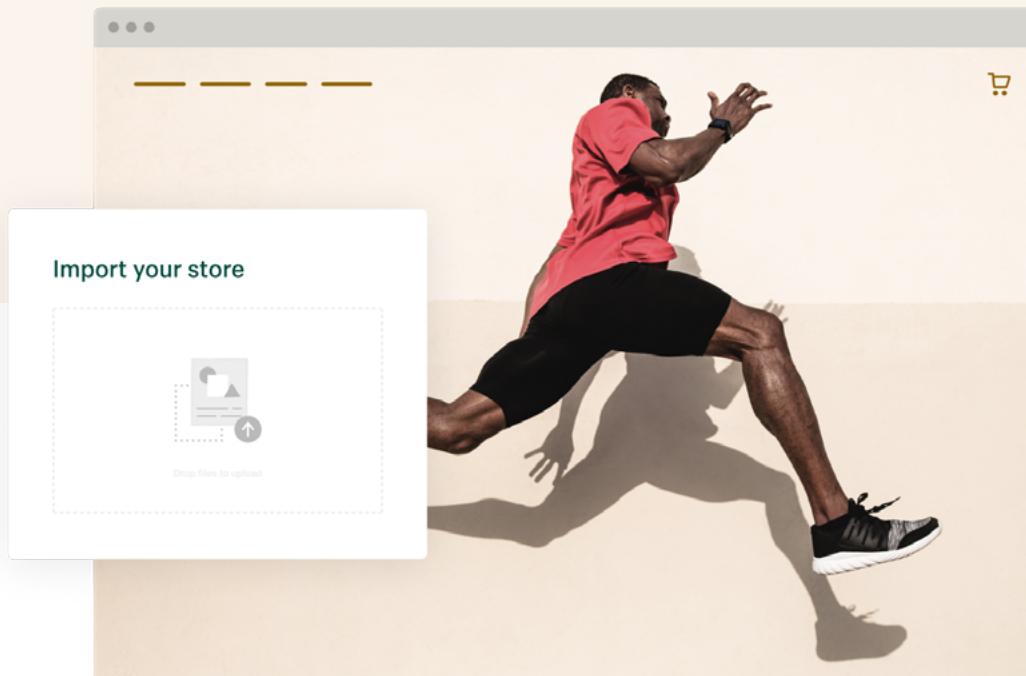




# Choosing the Right Commerce Platform for Your Business



**Choosing a new commerce platform is a big decision.** You need a solution that will grow with you and meet your needs as you scale your business. Let's take a look at the different questions to consider when selecting a commerce platform.

## Deciding on a SaaS solution

SaaS (Software as a Service) commerce solutions work on a centrally-hosted subscription model. That means that you pay a predictable fee and your files and data are held securely in the cloud. Because of their flexibility, SaaS commerce solutions can drastically cut down the time it takes to migrate from a different platform.

The best SaaS commerce solutions have the following qualities:

- Ecommerce is the primary focus of the platform, not an add-on
- You can quickly iterate on the design and functionality of the platform
- The latest tech, compliance, and security feature updates are handled for you
- Everything is managed in the cloud and hosted on a remote server, so you can access your account from anywhere, on any device
- The platform is flexible and grows with you, so that as your business gets more complex, it continues to support your needs
- You can add and manage product catalogs without hiring a developer
- You pay a monthly subscription fee, so you can forecast your total costs
- It allows you to sell globally on marketplaces, mobile, social, and in real life
- The platform has an open API (Application Programming Interface) so you can build or download apps and integrations to customize your store
- The platform is built to keep your SEO strong during and after migration

## Knowing your needs

Every business is different, so understanding your unique needs will help you choose the commerce platform best suited to you, and help you identify when it's time to migrate. Some questions to ask yourself are:

- Do spikes in traffic cause your store to slow down?
- Has your commerce platform crashed at critical moments?
- Do you or your team spend too much time working on the backend of your site to keep it running?
- Do you have the freedom to launch new products or experiments on your own?
- Are a large percentage of your custom service requests about your site not working properly?
- Do you wish you could manage everything about your business in one place?

If you answered yes to most of those questions, it's time to evaluate whether the cost of keeping your current setup outweighs the cost of migrating to a more robust platform.

## Choosing the best solution

There's a lot to consider when it comes to choosing a new commerce platform. To narrow down your options, use this checklist to ask the right questions about each platform.

### **Is the platform fast and reliable?**

Will the platform stay up during high-volume shopping days?

### **What level of security and compliance do they guarantee?**

Ideally, look for Level 1 Payment Card Industry Data Security Standard (PCI DSS) compliance. If the platform manages security automatically, you're in good hands.

### **Does the platform integrate with your tech stack?**

The best platforms are tech agnostic. Will the platform work with your current technologies?

### **How can I customize my store?**

Know what's possible when it comes to customizing the platform for your needs. Understand what products are offered to help you with this.

### **How long will the migration process be?**

Your estimate shouldn't be more than eight to 10 months.

### **How will I be supported during and after migration?**

Learn about what support and resources the platform offers.

### **How will migrating affect my SEO rankings?**

The right answer is that it shouldn't in the long term.

### **What happens when I need to update the tech on my site?**

If you choose a SaaS solution, the platform will continuously update the tech so you can focus on your business. You shouldn't have to pay your platform extra or manually install new versions every time an integration updates their software.

## Planning for the future

Understanding the benefits of a SaaS solution, knowing your own business's needs, and asking the right questions will help you better evaluate all the elements you need to consider when deciding on a new commerce solution.

While migrating is a time-consuming process, moving to the right commerce solution means building a stable and flexible foundation for your business. This foundation will allow you to grow now and into the future, so you can continue to take your business to the next level.

Learn more about migrating your business at [www.shopify.com/migrate](https://www.shopify.com/migrate).