



# eCommerce Decision Making Guide

Your search for an eCommerce solution can be a bit daunting. How do you know which option is best for your business? Below are a list of options and questions to get you on the right path.

## Integrated eCommerce



An eCommerce solution includes a fully functional Content Management System (CMS) that integrates data to and from your ERP system.

#### Connector

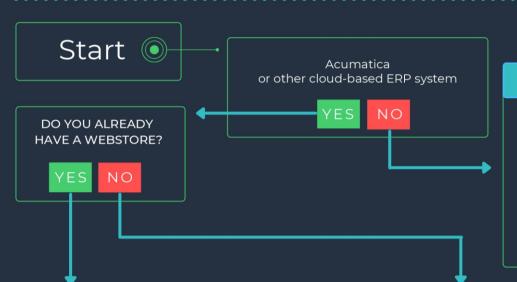


Connectors refer to third-party applications used to sync a web store with your ERP system.

#### Shopping Cart



Shopping cart software exists independently from the ERP and other back office systems, usually with no integration.



#### NOMAD MIGHT BE A FIT FOR YOU

Based on your needs,
Nomad could be a fit. You
may want to consider
alternatives, like shopping
cart software or a connector,
if you have a current
webstore and choose to
have a limited web presence.

LOOKING TO KEEP YOUR WEBSTORE AND INTEGRATE TO YOUR ERP SYSTEM USING A DIFFERENT APPLICATION?



ARE YOU LOOKING FOR A WEB STORE
THAT IS INTEGRATED WITH
YOUR ERP SYSTEM?



## CONNECTOR

Connectors are stand-alone applications, usually built and maintained by third parties and used to sync data between your ERP and webstore.

Pro: Allows you to leverage your current webstore investment.

Con: The use of these types of connectors could introduce additional support and maintenance issues.

## SHOPPING CART

You may benefit from investing in a shopping cart solution.

Pro: The cost for standalone shopping carts has a lower barrier to entry.

Con: Entering and updating data in your webstore and getting web orders into your ERP will be very labor-intensive and could require additional headcount.

## STAY WITH YOUR CURRENT WEBSTORE

If you are not looking to take advantage of the many benefits of integration with your ERP, then stay with your current webstore.

Pro: Allows you to leverage your current webstore investment.

Con: If your volume of orders increases, the amount of manual effort by your internal team could easily outweigh the costs of an integrated solution.

## NOMAD ECOMMERCE

An Integrated e-commerce solution like
Nomad includes a fully functional
Content Management System,
integration to and from the ERP
system and a design team to
personalize your website.

Pro: Leverage your ERP data to enhance your customer's online experience.

Con: There will be an additional investment, but you will still experience a positive ROI.