

SHOP SYSTEM EVALUATION

THE FOUR DIMENSIONS OF THE SYSTEM CHOICE

Before deciding on a shop system, an honest look at four dimensions pays off. This checklist bundles the questions that should be clarified beforehand: organizational fit, cost and benefit, the requirements of today and tomorrow, and the dependencies.

The interactive version with instant scoring and a maturity rating per dimension is available at shopmacher.de/en/shopsystem-evaluierung.

CHECKLIST

DIMENSION 1: ORGANIZATIONAL FIT

- ☐ Do we have the in-house skills for this platform?
- ☐ Do we have the capacity in the team?
- ☐ Are there qualified partners in the DACH region?
- ☐ Does the technical complexity match our internal know-how?
- ☐ How much ownership can and do we want to carry ourselves?

DIMENSION 2: COST/BENEFIT

- ☐ How do the license costs compare to the GMV?
- ☐ Are the implementation costs clearly calculable for us?
- ☐ Are mandatory add-ons and extensions priced in?
- ☐ Are the ongoing development costs predictable?

DIMENSION 3: REQUIREMENTS TODAY AND TOMORROW

- ☐ Are our current core requirements fully covered?
- ☐ Does the system scale with our growth target (3 to 5 years)?
- ☐ Does the vendor roadmap match our growth direction?
- ☐ Can our commerce complexity be mapped (B2B, configurators, subscription)?

DIMENSION 4: DEPENDENCIES

- ☐ How tightly is our frontend bound to the platform?

- ☐ Is the ecosystem open or reliant on proprietary extensions?
- ☐ How does the system handle data sovereignty?
- ☐ How high would the effort be to switch systems in five years?
- ☐ How does it fit into our existing system landscape (ERP, PIM, CRM, payment)?