

7 Common Myths About eCommerce Replatforming



DEBUNKED!

Replatforming, the process of migrating from one eCommerce platform to another, is a strategic move that can breathe new life into a business's online presence. However, there are several misconceptions surrounding this process that can deter businesses from taking the leap. **Let's debunk seven common myths about eCommerce replatforming:**



Replatforming is too costly

While replatforming does involve upfront costs, it's essential to consider the long-term benefits. Outdated platforms can hinder growth and lead to higher maintenance expenses over time. Investing in a modern, scalable eCommerce platform can ultimately result in increased efficiency, higher conversion rates, and lower operational costs. If your current platform is holding you back, make a business case showcasing how much that costs you, and will cost you in the future if it hampers scaling, marketing efforts, international expansion, AI implementation and more.

PRO TIP

Cut the replatforming project into phases. It will help assess and manage costs and allow for data measurement and valuable user feedback per phase.



Replatforming will disrupt business operations

This is not really a myth, more a common observation and a consequence of poor planning, untrained people and data issues. By working closely with experienced developers and project managers, businesses can schedule the migration during off-peak times, implement proper testing procedures, and ensure a smooth transition without significant interruptions to daily operations. Make sure your internal people are on-board and properly trained and that their needs are considered during the discovery process. Many composable commerce architectures allow for gradual, step-by-step migrations which help mitigating risks and sticking to the project plan.

PRO TIP

Don't pull the plug of one thing until the replacement is up and running.

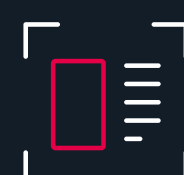


Replatforming is a time-consuming process

It is, but what is relevant here is minimizing downtime. Modern eCommerce platforms often come with tools and features designed to expedite the migration process. As said before, a composable, API-first structure will allow for a gradual migration and greater flexibility when replacing core capabilities. However, taking time is not a bad thing - all good things need time in the end. Minimizing the downtime is key.

PRO TIP

Project management and technical experts need to be very close on this one: Understanding the technical implications of each step and planning the phases carefully in a business-sensitive timeline is essential.



Replatforming will negatively impact SEO

Concerns about losing search engine visibility during a replatforming process are valid, but they can be mitigated with proper planning. Implementing 301 redirects, preserving important metadata, and closely monitoring performance post-migration can help maintain SEO rankings and ensure a smooth transition for both users and search engines. It is also a great opportunity to reconsider the information architecture of the website using a data-driven approach to better meet the needs of your target groups and their search intent.

PRO TIP

Generate and submit a new XML sitemap to search engines, containing the URLs of all your updated pages. This helps search engines crawl and index your new website effectively.



All eCommerce platforms are essentially the same

Each eCommerce platform comes with its own set of features, capabilities, and limitations. Most likely, you are planning to replatform because your current platform is holding you back. Whether it's enhanced customization options, better integration capabilities, or improved scalability, the right platform can make a significant difference in a business's online success.

Available 'flavours' of eCommerce solutions are wide ranging from monoliths and traditional eCommerce frameworks to PaaS & SaaS offerings. Note down the following keywords and do some good research: headless capabilities, API driven, ecosystem (size and maturity), vendor lock-in, composable, overall maturity.

PRO TIP

Download our eCommerce comparison guide to make an informed decision.



Replatforming is only for large enterprises

Nope. Replatforming can level the playing field by providing smaller businesses with access to advanced features and functionalities that were once exclusive to larger enterprises. Additionally, modern eCommerce platforms often offer flexible pricing plans that cater to businesses of all sizes. If growth is the way forward for you, it needs to start somewhere. You can also be sure your competitors are continually innovating and so it is essential to not be left behind.

PRO TIP

Many platforms offer an open source version which will allow you to invest time in money in development first instead of high license fees. You can upgrade to the enterprise version later, when your growth has set in and allows for further investment



Once you've replatformed, you're set for life

Regularly reassessing your eCommerce platform and making necessary adjustments ensures that your online presence remains optimized for performance, security, and user experience. Future-proof means agile and lean, and a good way to go about this is looking at an API-first, composable architecture, allowing you to adapt to changing market conditions and business needs.

PRO TIP

Make sure your entire team and company embraces a mindset of continuous innovation and analysis.