



Choosing the right ecommerce platform for your business

Setting up and running an online retailing business can be complex, and specific needs vary from business to business. eCommerce is not cheaper than traditional bricks'n'mortar retail; the costs are merely spread across different things. Setup costs for today's most widely used ecommerce platforms can range from \$15,000 to \$300,000+ with ongoing annual costs ranging from \$30,000 to \$200,000+ depending on the platform, business turnover and third party plugins.

Before committing to a new ecommerce platform, it pays to clearly define what you need, both for the immediate and foreseeable future. We believe the less systems you need to rely on, the less headaches you will encounter. The more flexible, feature-rich and customisable a platform is, the more scalability it enables, and the more growth it will support.

Replatforming is a major exercise, typically very time consuming, stressful and disruptive. Selecting the right commerce solution today can save time, improve efficiency, support faster expansion and future-proof your business.

If you contemplate the features and functions your business will need for the foreseeable future, we believe you will also appreciate the superior benefits ZELLIS Connect offers.

The table on the following pages compare the various features and functions of Australia's three most popular ecommerce platforms alongside ZELLIS Connect.

Platform features correct as at February 2020

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- Native
- Not available
- Third party add-on or plugin required

	 Powered by 	 Adobe Commerce Cloud		
Hosting included		*		
Australian phone support				
Level 1 PCI Compliance				
No transaction fees			**	
Software updates				

* Adobe Commerce Cloud includes hosting. Usage and track spikes can impact pricing.
 ** 0.15% transaction fee for not using Shopify Payments.

Product Management & Marketing

Unlimited products				
Kitted products				
Variation products				Up to 600
Custom fields				
Wishlists				
Volume tiered pricing				
Multiple customer price groups				
Cross selling products				
Upselling products				
Extra options				
Rewards points				
Coupon codes				
Stored credit cards	***			
Buy Now Pay Later				
One page checkout		Custom		
Abandoned cart email				
Email marketing integrations				
Location finder (via Google Maps)				

*** Stored cards via Stripe gateway



Inventory Management

Low inventory reporting	Green	Green	Yellow	Yellow
Demand forecasting	Green	Green	Yellow	Yellow
Purchase order in multiple currencies	Green	Yellow	Yellow	Yellow
Tracked and landed costs calculator	Green	Yellow	Yellow	Yellow
Import stocktakes & adjustments	Green	Yellow	Yellow	Yellow
Goods receipt with barcodes	Green	Green	Green	Green
Pick & pack with barcodes	Green	Green	Green	Green
Multichannel inventory control	Green	Yellow	Yellow	Green

Shipping

Dropshipping	Green	Green	Yellow	Yellow
Multiple carrier label printing	Green	Yellow	Yellow	Yellow
Consignment manifesting	Green	Yellow	Yellow	Yellow
Custom shipping zones	Green	Green	Green	Green
Real-time shipping quotes	Green	Yellow	Yellow	Green
Low cost routing	Green	Yellow	Yellow	Yellow

Warehouse Management & Order Processing

Bulk order processing	Green	Yellow	Yellow	Yellow
Bulk payment processing	Green	Green	Red	Red
Returns management	Green	Green	Yellow	Green
Workflow management	Green	Green	Yellow	Green
Editing placed orders	Green	Green	Green	Green
Split orders	Green	Yellow	Red	Green
Manage preorders	Green	Green	Yellow	Green
Manage backorders	Green	Green	Red	Red
Customisable pick slips & locations	Green	Green	Red	Red
Customisable dispatch documents	Green	Yellow	Yellow	Yellow
Mobile app to scan pick & pack	Green	Yellow	Yellow	Yellow
Unlimited warehouses	Green	Green	Yellow	Green



Customer Relationship Management (CRM)

Customer accounts	Green	Green	Green	Green
Credit limits & invoice terms	Green	Green	Yellow	Red
Customer pricing groups	Green	Green	Yellow	Green
B2B customer statements	Green	Green	Yellow	Red
Automated payment reminders	Green	Green	Yellow	Red
Trade customer signup automation	Green	Green	Red	Red

Connectivity & Reporting

Automated FTP data import/export	Green	Green	Yellow	Red
Open API	Green	Green	Green	Green
Analytics (powered by Glew)	Green	Yellow	Green	Yellow
Integrate multiple webstores	Green	Green	Red	Yellow

Sales Channels

Webstore	Green	Green	Green	Green
Unlimited point-of-sale registers	Green	Yellow	Green	Yellow
Unlimited eBay stores	Green	Yellow	Yellow	Yellow
Catch.com.au Marketplace	Green	Yellow	Yellow	Yellow
Amazon Australia	Green	Yellow	Yellow	Yellow
Kogan.com Marketplace	Green	Yellow	Yellow	Yellow
MyDeal.com.au Marketplace	Green	Yellow	Yellow	Yellow
MySale Marketplace	Green	Yellow	Yellow	Yellow
PayDay Deals Marketplace	Green	Yellow	Yellow	Yellow
TradeSquare Marketplace	Green	Yellow	Yellow	Yellow
Google Shopping	Green	Green	Yellow	Yellow
Facebook & Instagram	Green	Yellow	Yellow	Yellow



ZELLIS Connect is a full-service unified commerce solution for medium to enterprise level retailers powered by award-winning commerce platform Maropost Commerce Cloud and backed with proactive account management, training and quick-response user support. Our fully

maintained, versatile and high performing SaaS platform means no hosting, no security certificates, no patches or software updates, and no worries when it comes to 100% switched-on multichannel retailing for both in-store and online channels. Futureproof your empire with ZELLIS Connect.

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