Progress Sitefinity

Top Ecommerce Management Challenges Solved with Sitefinity

If you manage your organization's ecommerce experience, choosing the right ecommerce applications to support the business is a key task in your role. Choose Ucommerce for Sitefinity to easily and cost-effectively implement a successful digital commerce experience.

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■ Challenge: Ensuring Platform Productivity

Managing an ecommerce infrastructure that drives productivity requires connectivity of a variety of ecommerce applications such as ERPs, order managers, inventory managers, payment providers etc. Limited resources and inability to integrate platforms prevent organizations from accurately overseeing the entire digital commerce experience.

● Solution:

Ucommerce for Sitefinity is designed specifically with you in mind – to enable powerful, engaging ecommerce activities. With an intuitive end user interface and easy application integration, manage all aspects of the online store in one location, including stores, catalogs, and products, orders, payments and content.

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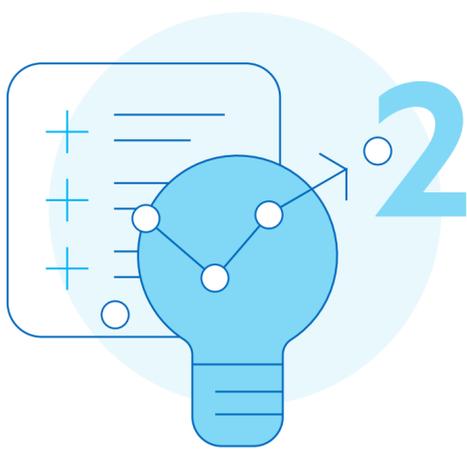
■ Challenge: Managing Complex Product Information

Every product that you sell has different specifications that need to be expressed clearly to shoppers. And each company has its own requirements for what product information is needed to sell effectively online. Handling all of this disparate information can be extremely draining and complex, without the right system in place to help.

● Solution:

Utilize a platform that allows you to simply manage many variants on a product, different types of products, translations to various languages, multiple currencies and diverse price points. Ucommerce for Sitefinity enables businesses to model their catalogs and product information to fit their own exact needs and to update information quickly.

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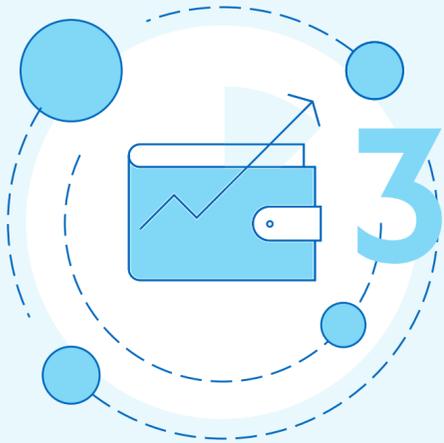
■ Challenge: Managing Complex Pricing Scenarios

Implementing unique promotions, discounts and sales is key to driving a larger number of purchases and revenue. However, being able to freely implement discounts on specific products based on particular purchase criteria requires the supporting commerce platform to provide a great deal of flexibility.

● Solution:

Handle variations of pricing and discounts across your entire product line with one centralized pricing management system. Ucommerce for Sitefinity utilizes a rule-based model to help users implement various discounts for a wide range of available products. Seamlessly execute 2 for 1 specials, bundles, outlet promotions, free shipping, promo codes and more with a built-in promotion manager.

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■ Challenge: Attracting Global Customers

Selling products internationally is not an easy task. It's essential that your commerce platform can support communicating to multiple countries, processing multiple currencies and delivering orders across multiple regions. If your platform does not provide these capabilities, selling to global customers becomes a manual task, limiting your ability to process more purchases.

● Solution:

Automate the global translation of your content, commerce and pricing to achieve more sales. With Ucommerce for Sitefinity, you can unify your content and commerce strategy for a seamless digital customer experience that attracts customers across the globe, with personalized variations of content. Provide unique touches to buyers across the customer journey with multisite, multichannel, multilingual and multicurrency support.

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■ Challenge: Driving More Purchase Decisions

Your web shop should be purposeful, with content that ultimately drives customers to make purchases. Ecommerce managers need the right tools that enable building and optimizing online shopping experiences – to create content that drives visitors to buy and make repeat purchases.

● Solution:

Identify who is visiting your website and deliver personalized content to those personas which speaks to their needs and preferences – to quickly engage shoppers. Discover visitor interests and behavior and segment audiences into personas with Sitefinity. Additionally, use Sitefinity to collect marketing data, produce actionable insights and execute conversion rate optimization projects that continuously achieve better bottom-line results.

Conclusion:

Now you can manage more products and sell more, even with limited resources, with Ucommerce for Sitefinity. Optimize the entire digital customer experience, across every step of the buyer journey to drive revenue.

→ **Learn More About Ucommerce for Sitefinity**

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