

BATTLECARD | COMMERCE SERVER 10

Use When Speaking to Current Commerce Server Customers and Potential Prospects

About Commerce Server 10

Ascentium Corporation acquired Cactus Commerce (Microsoft's developer of Commerce Server 207) in the Fall of 2011. Ascentium has since rebranded to SMITH. SMITH is an interactive agency.

In late 2012, SMITH released Commerce Server 10 ecommerce platform. CS10 is an ASP.NET ecommerce solution that has migrated to the MVC architecture. SMITH has moved to subscription model pricing based on the number of servers needed by the client. They focus solely on one Enterprise solution in their product lineup.

Why they should switch

Roadmap, support, future enhancements

Commerce Server will only have one release per year according to their roadmap. Certain enhancements will not come until 2013 and 2014.

Code Access

Znode allows for full customization and access to proprietary components. Microsoft will not allow for certain enhancements based on their contract.

Flexibility in solution offerings

Commerce Server 10 is only offered as one solution to fit a variety of unique business applications. Pricing is also subscription based with a minimum length.

Key Differentiators

- Pricing models and offerings
- Commerce Server 10 is agency backed. Znode is backed by multi-billion dollar company.
- Out-of-box integration to Microsoft Dynamics CRM and ERP
- Architected for extensibility
- Launch multiple sites in as little as 60 days

Prospect Dialogue and Questions

If the prospect is fully invested in .NET technology but is concerned about the support and direction for their ecommerce strategy then it is a great opportunity to introduce Znode.

Potential opening questions or qualifying may be:

- Are they looking to migrate from Commerce Server solution?
- Is there some hesitation with SMITH and the product roadmap?
- Is having flexibility in a solution important to them?
- Do they need or want full access to the code?
- Is it important to stay with .NET architecture?

Keywords

- ecommerce
- .net
- integration
- segmentation
- personalization
- shopping cart
- online shopping
- vendor portal
- online stores
- multi-channel
- platform
- storefront

How to migrate to Znode from Commerce Server

What are some example websites that have switched to Multifront from Commerce Server

Some great examples of clients are:

- Bissell.com
- Lexjet.com
- Healthstream.com
- Plasio.com

How can Commerce Server users migrate to Multifront?

Terrace has drafted a datasheet that discussed the steps and processes for successful migration over to Znode Multifront ecommerce platforms and has the experience necessary to handle projects both large and small.

