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A WHITEPAPER ON

Key advantages of NopCommerce

Critical Challenges | Tech Tips | About Suyati

EXECUTIVE SUMMARY

NopCommerce is a highly scalable and customizable e-commerce platform. Its popularity is owing to its underlying strengths of superior functionality, advanced scalability and customization, high grade stability and support, advanced security, SEO optimization, and cost effectiveness.

WHITEPAPER

WHAT IS NOPCOMMERCE?

NopCommerce is a popular feature-rich platform facilitating the development of interactive e-commerce websites.

The open source, ASP.NET based NopCommerce offers a comprehensive set of features, including a customizable shopping cart, an intuitive catalog frontend, and a robust backend administration tool for effective management and monitoring of e-commerce websites. The robust functionality is topped by easy scalability and flexibility, enabling users to tweak the solution to suit their business requirements.

The software offers a perfect solution to several small and medium online e-commerce players, who are seeking a contemporary system. Its popularity may be attested by the 1.8 million downloads it has attracted, and more than 35,000 live stores being built using this platform, over the few years the software has been in vogue.

CHALLENGE #1:
FUNCTIONALITY

Any e-commerce platform is only as good as the functionality it offers. Today's highly challenging business environment requires enterprises to deploy systems which allow considerable flexibility and scalability. Businesses need a ready arsenal at their disposal, but with the option to pick and chose the functionality they require.

NopCommerce offers advanced functionality, with a comprehensive set of built-in features.

HOW NOPCOMMERCE FARES

1. NopCommerce supports multiple stores, with multiple vendors. The default installation allows administrators to run more than one store and share the catalog data across such multiple stores, all from a single admin console. Multi-vendor support allows drop-shipping capability, sparing the need to store physical inventory.

2. NopCommerce is rich in versatility. The platform supports multiple marketing and shipping options, as well as all major payment gateways, such as PayPal, Authorize.net, Google Checkout, and others. It is also compatible with all Windows-based hosting services.

3. NopCommerce offers rich capabilities in content management, SEO, and marketing features. It integrates customer support seamlessly. The platform overcomes many common limitations, such as the inability to compute tax accurately, plaguing even high profile e-commerce platforms.

CHALLENGE #2
SCALABILITY AND CUSTOMIZATION

Today's extremely fluid and competitive business environment makes scalability and ability to customize essential requirements, rather than a luxury.

NopCommerce is a highly scalable and customizable e-commerce platform. Solution partners can download this open source code for free, and modify it in any way to suit specific businesses.
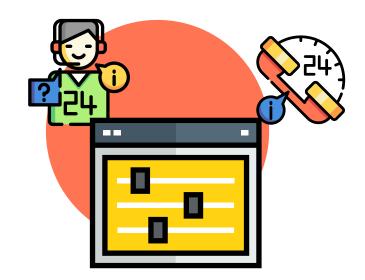
HOW NOPCOMMERCE FARES

1. The platform is based on a pluggable modularized architecture, allowing users to add plugins for additional functionality, new elements, custom layouts, and more, to customize websites at will.

2. The vibrant product marketplace offers several add-on functionalities. However, a large number of features are included out-of-the-box, allowing users to get started and run fairly advanced e-commerce operations without having to purchase any add-ons.

3. Hundreds of integration with marketing automation, payment, and shipping software, and free connectors to popular solution providers, deliver unprecedented flexibility to add any required functionality.

CHALLENGE # 3:
STABILITY AND SUPPORT

A basic requirement of a successful e-commerce platform is stability. E-commerce is a high stakes game, and any sound platform would have to process hundreds of transactions in a few seconds. Needless to say, reliable support is also critical, more so in an open source environment.

When a software solution attracts a sizable number of users, it gains traction on its own. NopCommerce attracts active developers from across the globe. With a strong community, the kinks are ironed out faster, and updates become frequent. Support is easily available as well.

The stability and reliability of NopCommerce may be attested by the fact that NopCommerce has issued only one security patch since the solution was launched over a decade ago, in 2008.

HOW NOPCOMMERCE FARES

1. NopCommerce 's development team analyzes contributions, before implementing it in the latest versions. There have been more than 35 versions of the product so far, with each version adding significant value over the previous versions.

2. The focus of each new version is orientation to client requirements, and stability. There has not been any instance where upgrading to a new version created stability issues and impact store performance.

CHALLENGE #4:
SECURITY

Security is always an important concern, and more so in today's age of big security breaches.

NopCommerce scores high on security. The platform follows security best practices and delivers highly secure e-commerce websites.

HOW NOPCOMMERCE FARES

1. The platform makes it easy to set up a secure certificate, allowing users to make purchases through HTTPS.

2. Each new version offers multiple security enhancements, preempting cyber attackers from accessing customer data.

CHALLENGE #5:
Multiple Device Support

Today's users access e-commerce sites from multiple devices and expect a seamless experience across such devices. E-commerce players have no option but to deliver omnichannel engagement. The stakes are even higher with mobility. About 62% of smartphone users have made a purchase online using their mobile device in the last six months, and e-commerce accounts for over 10% of all retail revenue.

Failure to optimize for mobiles is a death knell for e-commerce vendors.

HOW NOPCOMMERCE FARES

1. NopCommerce delivers a well-designed responsive template, which scales appropriately and displays relevant content, optimized for the device and the browser.

2. Developers may choose from multiple template and themes, to cater to responsive designs and multiple device support. Deploying these templates allow users to navigate the e-commerce portal easily across devices, including mobile devices.

CHALLENGE # 6:
SEO OPTIMIZATION

Search engine optimization (SEO) is critical to the success of any e-commerce venture. The ability to support SEO and social marketing, and make the e-commerce store visible in cyberspace is a critical requirement of any e-commerce platform.

HOW NOPCOMMERCE FARES

1. NopCommerce is optimized for search engines and offers a handy set of features to further search engine optimization and social marketing.

2. The advanced SEO capabilities, backed up by properly structured product pages and search-friendly URLs, allow online users to locate NopCommerce stores with ease.

CHALLENGE # 7:
COST-EFFECTIVENESS

Open source need not always mean free; but in today's highly competitive business environment, where businesses seek to cut costs, they can be reluctant to invest in anything which does not directly contribute to the bottom-line. The cost of maintenance and support is another crucial consideration for enterprises, before investing in a suite

HOW NOPCOMMERCE FARES

1. NopCommerce is free. The platform offers a rich architecture, with several out-of-the-box features. The open source nature also makes it easy to set up the shopping cart. The source code may be downloaded for free.

2. NopCommerce extensions and third-party applications can be purchased as add-ons. However, a fairly large set of functionality is available out-of-the-box, allowing developers to set up basic e-commerce stores, complete with shopping cart and payment options, without purchasing any add-ons.

CONCLUSION

Despite being a free application, nopCommerce easily stands its ground when compared with the top enterprise solutions in vogue. The host of effective tools and features, with a range of configurable options, and backed up by easy customization and scalability, lend dynamism to the platform, making it suited for today's highly competitive business environment.

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Our three-phase approach to implementing digital transformation for you ensures that you win stakeholder support, secure early wins through competitive advantage, and transform your business for future growth. And our tailor-made platform, Mekanate, helps you discover your business DNA from your passive and active data, and use it to initiate, integrate and accelerate your DT implementation.

With our niche and rich expertise in a wide range of technologies and services - CMS, CRM, e-commerce, Cloud, IoT, Data Analytics, and Product Engineering - we help companies across the globe leverage their best on web/cloud/mobile platforms.

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