ERPs - The Backbone of Your eCommerce and Foundation of Your Customer Experience

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Rapid Growth

Ecommerce continues to grow at a rapid rate, even post pandemic...

- 20.4% of global sales will be online by the end of 2022

- Up from 10% only five years ago

- Morgan Stanley projects the eCommerce market will be at $5.4 trillion in 2026

- The eCommerce space is becoming more crowded

Customer Expectation

Customers also expect fast, mature, tailored buying experiences

- Expectations are being set by Apple, Amazon, Google, and others

- The largest 18 marketplaces account for more than $1T in sales

- You MUST have a mature customer experience to stay competitive

Expectation Data

You need feedback data to understand customer experience and expectation

- Hard to know what customer expectation is with limited feedback or data

- Manual processes will give you some feedback

- Feedback will grow as your business grows

- Feedback data will eventually become unmanageable

Growing Pains

You cannot meet customer expectations if your processes are out of control

- Many companies do business under water

- Lots of organizations are still using manual processes

- Companies struggle with growth due to poor processes and lack of resources

- Also fighting the natural law that all systems and processes tend toward entropy

Digital Command

The only way to take command of your processes is with digital systems, such as Enterprise Resource Planning (ERP) or other core business software

- You need structure to go against your competition

- You need a backbone to support your growth

- You need systems to produce consistent results

- You need systems to eliminate tribal knowledge

- You need a way to collect and analyze feedback on the customer journey

Analyze Activity

An ERP integrated with your eCommerce system can give you the analytics you need to enhance the buying process

- When customers buy

- How customers buy

- Why customers buy

- How different age groups buy

- Needs for personalized pricing

- Tracking sustainability and social responsibility initiatives

Future Growth

An ERP also provides a platform for future growth initiatives

- AI powered insights / machine learning on customer activity

- Tools to analyze buying trends

- Predictive analytics to know when to manufacture or purchase product

- Mobile ERP

- Data for augmented reality experiences (ie. virtual shopping)

Business Risk

Selecting an ERP provides significant risk... and is just plain hard to do

- You know you need to do it

- Selecting the right ERP is critical to your business success

- ERP implementations provide a significant amount of risk to your company

- Getting it right the first time is VERY important

- You have to have a game plan to get it right

- Know when to ask for help

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ERP Options

Luckily, there are (too) many options...

Off-the-Shelf

- Industry specific ERPs that are built for your business vertical

- "Vanilla" ERPs that can be customized to fit your business

- Integration of several best-of-breed solutions

Custom

- Custom solutions to provide for exactly how you do business

- Custom solutions will capture and digitize your market differentiators

- Customer facing mobile app

7 Best Practices for ERP Implementations...

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1. Software on top of broken processes = broken software

1. Conduct process mapping, look at current vs. future-state

1. Look at build vs. buy vs. best-of-breed product integration

1. Conduct deep dive ERP vendor interviews

1. Minimum Viable Implementation (MVI)

1. Assign a leader and form a team

1. Hit the gas and don't let up!

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QUESTIONS?