Ecommerce Consultation Planning Guide

25 Expert Collaboration Topics For Your Digital Project

ACRO MEDIA

Ecommerce Software Consulting

25 Expert Collaboration Topics

At Acro Media, our consultation process is immersive. We want to know your project, your company, your digital architecture, all of it, inside and out. Why do we want to know so much? So that we can give you the absolute best advice, no strings attached. In the end, what matters is that your company gets what they need and has a successful deployment.

Any digital transformation project is a big investment. Using the right ecommerce software consultant to create a digital blueprint of your project, find the subject matter experts you want and the technical miracle workers you need will keep your project on track and save you money in the long run.

We have created this guide to highlight all the areas involved in mapping out a successful digital transformation with a dedicated Ecommerce Software Consultant. Each of the topics listed on the next page becomes a 1-hour deep dive into what makes your company unique, so that we can offer the best advice and support possible.

WHAT WE DO

25 Hours of Expert Collaboration

Connect with a dedicated ecommerce software consultant, subject matter experts, and industry partners to guide you to the right solutions.

Book an expert ❯

25 Hours of Expert Collaboration

Connect with a dedicated ecommerce software consultant, subject matter experts, and industry partners to guide you to the right solutions.

REQUIRED CONSULTATIONS

☑ **All about your business**

☑ **Understanding your digital operations**

☑ **Digital roadblocks and pain points**

OPTIONAL CONSULTATIONS

☐ Selling multiple channels and data connectivity (Amazon, Walmart, Target)

☐ Planning for headless and APIs

☐ Evaluating your ERP and CRM integrations

☐ Legacy software dependencies

☐ Marketing and personalization for ecommerce tools and CDPs

☐ Data lakes and customer analytics

☐ Payment gateways and tax integrations

☐ Data sovereignty, open source, SaaS, 3rd party tools

☐ Accounting, fulfillment and warehousing

☐ Stock and inventory integrations

☐ B2B / B2C / Dealers

☐ Subscriptions and recurring billing

☐ Platform evaluation and selection

☐ Data migrations

☐ Performance, scalability, security and load testing

☐ Customizations

☐ User journeys

☐ Content management system (CMS) evaluations

☐ Designing digital roadmaps

☐ Architecture, discovery and planning

☐ Stakeholder interviews for platform changes

☐ Continuous integration and hosting setups

☐ Technical project management, product ownership and budgeting

Required Consultations

At the beginning of every project, there are steps you have to take to get started. These are our required consultations. They help our ecommerce software consultants dig in and get to know your company, your project and your desired outcome.

1

Session 1: All about your business

An initial discovery conversation to get to know all we can about your business, your project, your current situation and expectations. Our conversation is fully transparent and also confidential (we'll even sign an NDA if you need). The intention is to fully understand what you are experiencing and what you want to achieve.

2

Session 2: Understanding your digital operations

In this session we dive deeper into your business needs and goals, as well as get a detailed layout of what your digital architecture looks like. In this session we like to get to know all of your business systems, not simply your ecommerce platform or CMS. We look at your tech stack as a whole so that we can make better recommendations overall.

3

Session 3: Digital roadblocks and pain points

Once we have a better idea of how your infrastructure is designed, we are able to point out areas that may become problematic right away, or in the future, and start offering top-level suggestions. By comparing your current tech with your goals moving forward, we can use our extensive experience to make useful recommendations and flag potential issues immediately.

Book your no-obligation session with one of our Ecommerce Software Consultants today

Book an expert >
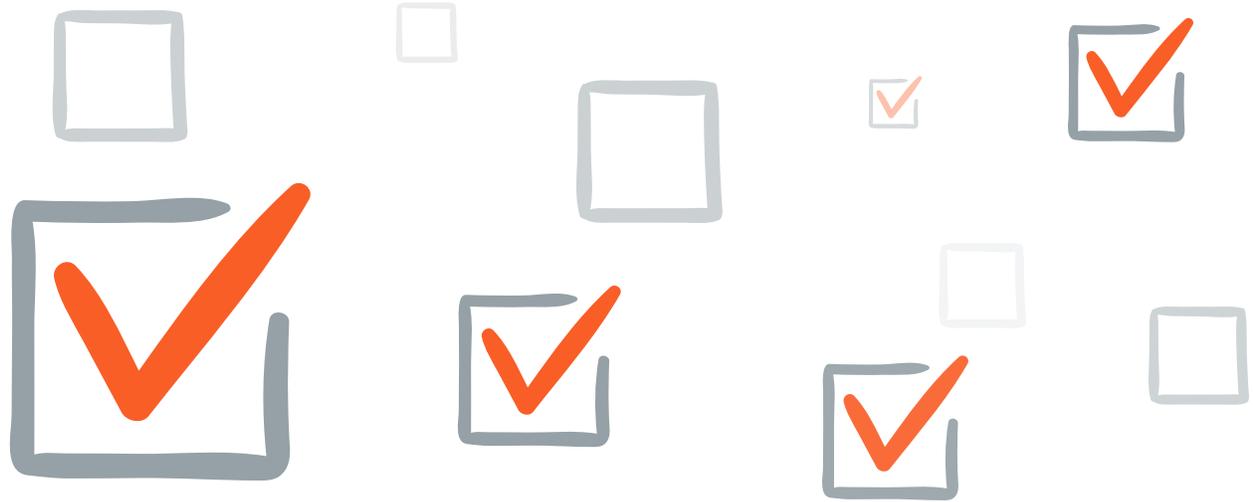
Optional Consultations

Our optional consultation topics are a snapshot of some of the most common areas we work on for clients. Not all topics will apply to your specific project, and there may be something not on this list that your team really needs insight on. Pick and choose which apply to you and let us know if there is something missing. It is your consultation, so it is completely tailor made for you.

Selling on multiple channels and data connectivity

Discussions in this area will centre around getting your products on various channels and what the technology requirements will be for your specific needs.

Planning for Headless Commerce and APIs

We explore what a headless setup could look like for your business, and what platforms and API's would work in your setup. Knowing your technical landscape, and goals (both operational and marketing) we can explore if there are benefits to this approach.

Evaluating your ERP and CRM integrations

Enterprise resource planning and customer relationship management platforms are complicated. Making sure any changes you want to make will work with existing systems is crucial to a project's outcome.

Legacy software dependencies

Sometimes there are programs that you just cannot live without, and there are no replacements. In this session we look at what depends on those programs and how/if they can be integrated in any new architecture.

Marketing and personalization for ecomm - tools and CDPs

Personalization is quickly becoming a key area where you can "wow" customers. In this session, we discuss what those tools look like and how they can be added to your tech stack.

Data lakes and customer analytics

In this session, we will explore your data collection and repository systems. We will assess the analytic tools you use and explore the insights you would like to gain. We will show you the tools that would help you better leverage and use your data.

Payment gateways and tax integrations

Taxes and taking payments can be tricky to navigate. In this session we deep dive into these two areas to make sure that tax integration and payment processing is seamless.

Data sovereignty, open source, SaaS, 3rd party tools

Who owns your data? Who owns your platform? How much control do you have, and want? We talk data sovereignty, open source, SaaS and other tools in your business and look at where you are, and where you can be.

Accounting, fulfillment and warehousing

These 3 areas are business crucial and deserve more than a cursory glance. In this conversation, we look at what you are currently doing and how workflows can be improved.

Stock and inventory integrations

Up-to-date, real-time and accurate inventory numbers keep the books clean and customers happy. Here, we make sure that your systems are doing their job effectively and efficiently.

B2B / B2C / Dealers

What type of customers do you serve? A single type? A combination? How is your platform customized to deal with your exact type(s) of customers? We explore the differences in approach and options for all your client types.

Subscriptions and recurring billing

Do you have subscription services or need recurring billing? With a little bit of digging into your existing systems we can find the perfect solution for your business moving forward.

Platform evaluation and selection

Already have a platform in mind, but need a second opinion? We are here for you. Our business development team would be happy to help you review your options and help you come to the best decision for your company.

Data migration

How is your data currently stored? If you are thinking of moving platforms, how will your data be affected? How will your data be migrated? If you are considering moving platforms, this is the session for you.

Performance, scalability, security and load testing

Our team provides insight and expertise to combine IT and software development to promote the continuous delivery of software improvements while also ensuring the underlying server infrastructure is optimized for your needs.

Customizations

Utilize our influence and expertise to get your features built and improve everyone's experience. Acro Media staffs some big names in the open source ecommerce community that help to maintain and extend the software.

User journeys

Deep dive into your user's journey through your brand and system. We compare the experience you want to provide your users, with the experience you do provide, and explore options, improvements that are available to you.

Content Management System (CMS) evaluations

Not sure if your CMS is up to the task? Our business development team would be happy to take a look, review your options with you and help you come to the best decision for your company.

Architecture, discovery and planning

Determining what your technical architecture should look like can be tough. So many platforms and technologies. API lead, headless, SaaS, which way do you go? What integrations do you include? What tools do you need? We dig into all of that.

Stakeholder interviews for platform changes

We work with you to figure out the moving pieces, sit with subject matter experts in the areas, and really strategize how to make a plan that satisfies your stakeholder needs, while driving your vision of digital transformation to the finish line.

Designing digital roadmaps

How do you plan for your future technology needs? You create a roadmap. Within this session we help you design out a digital roadmap, discussing format, content, considerations and potential issues.

Continuous integration and hosting setups

Discussion around continuous integration and hosting setups. How do you develop and test features without risking your existing site? Can you continuously improve in smaller, consistent steps, or need to wait for project completion?

Technical project management, product ownership and budgeting

Within your company, who manages your projects? Who is responsible for your products/ site/platform on an ongoing basis? How do you determine appropriate budgets for your site, both ongoing and new projects? We discuss what your current setup looks like, and discuss options and setups we have seen across multiple companies. We also share insights on determining appropriate budgets.

25 hours
of expert
advice

LET'S TALK
We genuinely want to help.

We can only do so much without talking to your team directly, so why not book an introduction with one of our ecommerce analysts who is NOT trying to "sell you something." We genuinely want to help because your business is our business. With no strings attached, let's have a frank discussion.

After your complimentary session with one of our subject matter experts, you decide whether you want to go further or never talk to us again. It's in your hands, 100%. If you found value and want to work with us further, you'll have access to all of our analysts, all the time, whenever you need it. Think of us as your new interim CTO.

Book an expert ›

solutions@acromedia.com