

Shopify Plus Technology Partner Program

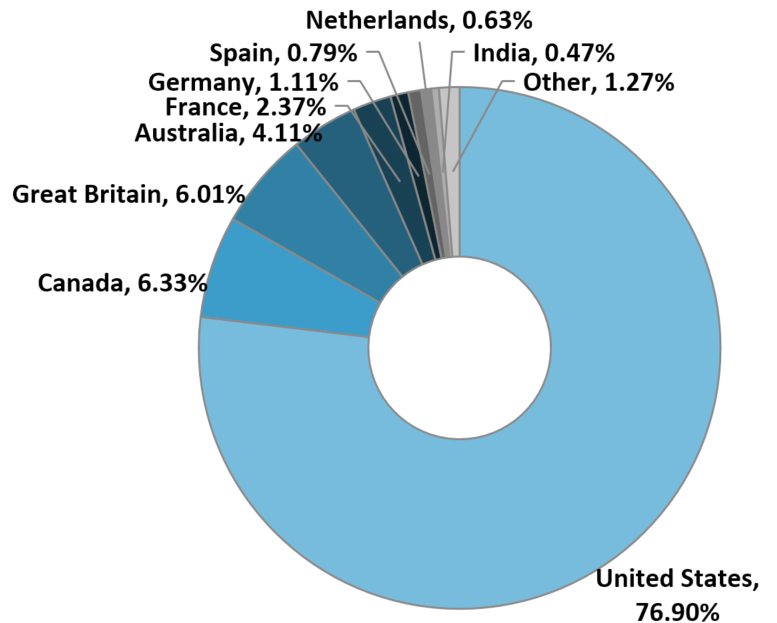
Shopify Plus is an enterprise ecommerce platform showing impressive growth in the past few years. In fact, between 2013 and 2014, Shopify Plus installations grew by 124%.¹ It is a fully hosted cloud application with 99.99% uptime, and the ability to process an impressive 10,000 checkouts per minute.² More than that, Shopify Plus takes the security of its customers seriously. With Level 1 PCI DCI Compliance, the same level as most banks, retailers can rest assured that the platform is designed to take safeguards against hackers and hacking attempts.

Because Shopify Plus knows that it is not always easy to choose the right software solution for your omnichannel retail strategy, they have now developed a Technology Partner Program. The Partner Program is a group of carefully scrutinized technology vendors, giving retailers a short list of only best-in-class system providers that connect seamlessly with the platform. Across a variety of verticals, this list is carefully vetted to reduce the time and cost involved in choosing the right solution.

However, data integration between software solutions are never easy. As VL OMNI, an advanced integration platform provider, states:

*"Integration is extremely complex. Especially when implementing a customized solution that will work for a business today, tomorrow, and well into the future by building in the ability to scale rapidly."*²

This is where an integration connector or middleware (software that acts as a bridge essentially) steps in.



Graph 1: Shopify Plus Deployment by Country⁷

Why Middleware?

1) Security: Middleware ensures that the security Shopify Plus offers, extends to your data transmission as well. It creates a secure transmission of data from one point to another. This means that using a Shopify Plus approved integration connector removes the worry about data privacy and safe financial transactions.

2) Agility: Shopify Plus is a complete SaaS - based software solution - letting users make quick changes to the front end, to keep up with a rapidly changing retail industry. Now, you have to ensure that you get that agility across your full retail technology stack. And there is no better way to do that than with a Shopify Plus approved middleware technology partner. Because the middleware simplifies communications between systems, it allows users to make changes rapidly, and at the depth needed.

3) Scalability: Your omnichannel retail business is growing and will continue to grow. It is essential to make sure your technology grows with your operation. Shopify Plus puts no limits on your growth with 29,000+ CPU cores and 13+ PB of storage.⁴ Adding an approved retail technology intergration connector from a best-of-breed supplier provides further peace of mind. Middleware simplifies communication as a seamless connection. It also secures and delivers the seasonal mass scalability that retailing systems encounter during peak buying season.

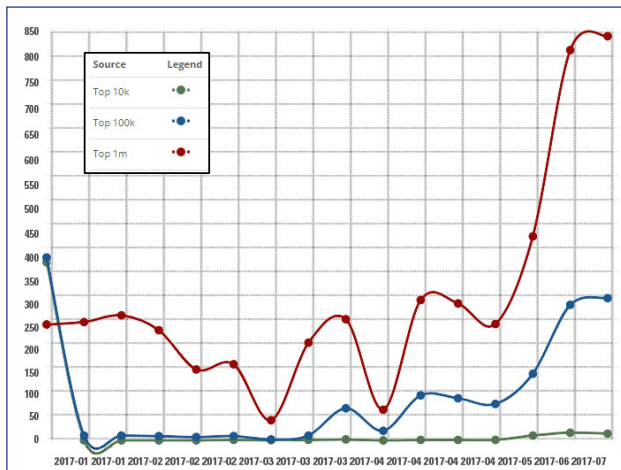
4) Independence: Using a middleware connector ensures that retailers can choose a leading order management system knowing it will integrate smoothly yet run independently. Middleware keeps each system isolated, such that a failure in one system will not propogate to the next. Safety through independence.



Connect Best-of-Breed Solutions

Since going public in 2015, Shopify Plus has gone from strength to strength, showing a clear growth trajectory. Shopify Plus is shown in the graph below with a notable increase in its website presence among the top 1 Million worldwide commerce websites. This is supported by a steady presence in the Top 100,000 and 10,000 worldwide commerce websites.

Shopify Plus' leadership position is expected to improve because of Shopify's relentless focus on its retail customer base. Shopify continually adapts its platform, adds features, and resolves client issues on a continual and ongoing basis, making the platform a solid choice for ecommerce.



Graph 2: Increase in Shopify Plus Website Presence⁷

Connecting a best-of-breed Shopify Plus platform to a best-in-class order management system gives retailers an exceptionally well honed omni-channel solution. Connecting specialized, top performing solutions gives retailers the flexibility of choice, and unparalleled power to meet their exact customer needs. A best-of-breed unified commerce system, built with a solid middleware unifier - is the new option for a growing number of retailers.

OMS Middleware

Forrester found that only 42% of retailers have integrated their order management system (OMS) to their commerce platform.³ Using an integration connector makes the integration a quicker process that not only simplifies the communication process, but also reduces transaction times. As such, making use of the Shopify Plus Technology Partner Program means retailers can choose the best possible OMS, with the depth of functionality, capacity and features they need; without concern for the seamless integration with their choice of commerce system.

Basically, an OMS with an integration connector means getting the power and specialized features you need, without the concern about how to best connect to your new Shopify Plus platform. With tested middleware, retailers get the best of both worlds. They can buy the advanced OMS their business needs, without the worries of a lengthy integration phase.

Recommendation

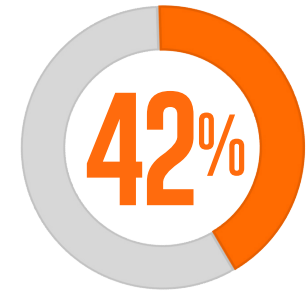
Shopify Plus is a great choice for an ecommerce platform. There is good reason that it is continually growing in popularity among retailers.

Having selected Shopify Plus, you can now look for technologies to complement the platform. Find the systems you need to convert from merely ecommerce to a robust unified commerce platform. Make your customers' omni-channel experience complete.

A powerful order management system is key to driving your in-store traffic, offering order pickup capabilities, showing real-time inventory visibility, and quickly processing returns.

Then connect it all seamlessly, quickly, and easily with a fully functional and continually adapting, trusted middleware layer.

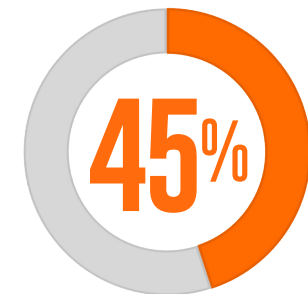
Don't settle for less. Build the omni-channel system your retail brand deserves!



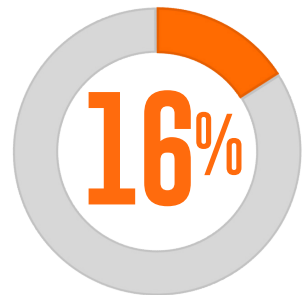
Retail organizations integrating an OMS with core enterprise applications³



CPU cores used by Shopify Plus⁴



Retailers stating their omnichannel struggles result from poor data quality.⁵



In-house software development projects completed on-time and on-budget according to Standish CHAOS.⁶

Contact Us:

Connect with OrderDynamics for a quick demo or to discuss how it can help you!

Info@OrderDynamics.com

REFERENCES

- "Which Enterprise Ecommerce Platform Solution is Better?", Huffinton Post, 25 Mar 2016, goo.gl/4iciS6
- "5 Myths About DIY Integration", Virtual Logistics, Mar 2015, goo.gl/s5fEgP
- "SaaS Is The Default OMS" Forrester, May 2016, <http://goo.gl/mXK2xE>
- Shopify Plus Website, July 2017, goo.gl/YAVLc

- "Periscope™ Research Shows Retailers Know They Are Not Delivering Omnichannel Experiences Fast Enough", April 2016, goo.gl/2VjovX
- "CHAOS" The Standish Group Report, 2014, <http://ow.ly/6Sjg304o06g>
- Shopify Plus Usage Statistics, Builtwith, July 2017, <https://goo.gl/cnTm4a>