

Module 6: Lecture Guide Part II

Overview:

The features offered by small, medium, and large business electronic commerce software will be covered in this topic. The electronic commerce software a business chooses is based on its size, goals, and spending capacity. Alternatively, to hire a service provider for shared hosting, dedicated hosting, or co-location, a business might host its website on its own servers.

Another choice is to work with a commerce service provider that can offer all the additional services required for an online business, in addition to hosting, such as catalog management and display, databases, shopping carts, content management, Web analytics, and payment processing. A commerce service provider is frequently chosen by smaller internet firms.

Shopping cart software can feature a variety of management tools that assist companies in tracking and boosting their online sales. It is offered separately or in conjunction with other commerce services. Dynamic pricing management, promotion management, fulfillment service integration, product review management, product recommendation triggers, abandoned cart management, sales tax calculations, and credit card processing are some of the technologies in this category.

Software for electronic commerce must integrate with current databases and systems within the organization. Larger businesses frequently buy or develop middleware to simplify these interfaces. As an alternative, businesses can connect their other systems to their website using enterprise application integration software that is simpler page-based or component-based. Web services are a tool that businesses can employ to integrate their information systems across corporate boundaries.

For larger firms, electronic commerce software frequently includes functionality for content management, knowledge management, supply chain management, and customer relationship management. Alternatively, these services can be handled by specialized software.

Software for electronic commerce.

A variety of software and hardware items are available for developing electronic commerce sites since they differ in size, purpose, audience, and other aspects. However, any electronic commerce software must contain the following components: catalog, shopping cart processing and transactions capabilities.

Catalog

The following video show an example of a catalog software:



Shopping Cart Processing and transactions processing.

What is Shopping Cart Processing this video explains how the process works:



Software that expands on the standard set of commerce tools is required for larger and more complicated electronic commerce sites. These extra software parts may consist of: Middleware that connects the company's existing accounting, order processing, and inventory control information systems to the electronic commerce system Integration of business applications Online services Enterprise resource planning (ERP) software integration Software for supply chain management CRM software, or customer relationship management software for managing content software for knowledge management.

The previous video alludes to that the software can be more complicated but understanding the basic software before integrating any of the advanced software and features. The following videos demonstrates some of the terms such as: ERP, CRM and how you can add features to your online store:



GoDaddy guides
The **Journey**

**Features to
Add to Your
Online Store**

