ACRO COMMERCE

A guide to validating your digital future

A successful digital transformation starts with a simple step:
a conversation with the right people.

⊕ Start your journey with Acro Commerce

1) Business objectives

- What are your current revenue goals?
- What sales channels do you use? Who are your customers?
- Current pain points & blockers? Current successes?
- Competitive analysis: who, where, what, how?

2) Technical environment

- What is in your current tech stack?
- What platforms are critical to your operations?
- What are you spending, and are you seeing a good ROI?
- What technical expertise do you have in-house?
- Do you have the staff to tackle a new digital project?

3) Future planning

- What do you imagine for the future?
- Do you have a defined vision and goals? Do you need help with those goals and visions?

We can help validate your future planning and guide you through a strategic development process that helps you reach your goals.

Technical Architecture

> Systems and content overview
> Data modelling, mapping and migration
> Workflow automation
> Ecommerce modules: catalog, orders, taxes, shipping, pricing, discounts, emails and notifications
> Integrations: CRM, accounting, finance, warehouse fulfillment, logistics, marketing
> Scaling, performance testing, load testing, security requirements, hosting

UX and UI Design

> Customer journeys
> Customer stories
> Checkout flows
> Internal workflows
> Stakeholder interviews

Platform & Software

> Recommendations
> Integrations
> Meeting & contract support
> Open Source vs Saas vs Mixture

Tech Spend Efficiencies

> Planning and phasing builds
> Ongoing costs
> Platform comparison and selection
> Process and workflow efficiencies
> Training

Next Steps

When road-mapped by experts, website development projects progress faster, are more thorough, and are more likely to remain on budget.

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