

Ecommerce Maturity Model

What is it?

Most businesses are looking for new ways to grow sustainably. In a rapidly evolving economic climate, more businesses are focusing on this growth within their digital commerce efforts. However, in the words of Sir Terry Pratchett, "if you don't know where you are, then you don't know where you're going. And if you don't know where you're going, you're probably going wrong." The Ecommerce Maturity Model is designed to help you establish a baseline of where you are at, to make you more effective on your path to where you are going.

How do I use one?

Review the infographic thoroughly, including the criteria for each of the 6 tiers. Visit abovethefray.io/e-commerce-maturity-model and complete the 'Level-Up' digital workbook exercise to determine your current level. While not every criterion will match the tier you are in, the algorithm used by Level-Up will formulate where your business is at based on the entirety of your responses.

What steps do I take to level-up?

After you've established your where you're at on the Ecommerce Maturity Model, there are prescribed steps for each criterion to elevate them to the next tier. These steps, while battle-tested over years in the real world of digital commerce, may apply differently for different businesses. Certified Solutions Partners such as ATF can discuss how these steps might apply to your specific situation. Give us a shout if we can be of assistance.

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off2on

Offline to Online Webinar Series

	LEVEL 0	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
	<p>Ambitious</p> <p>Brochure site. B2B that links to distributors for purchasing. Legacy or brand new.</p>	<p>Embarking</p> <p>Template, homegrown or legacy site with manual updating or scaling issues.</p> <ul style="list-style-type: none"> Commerce enabled Narrow product focus 	<p>Evolving</p> <p>Single channel utilizing third parties to increase sales.</p> <ul style="list-style-type: none"> Maturing business Deeper inventory needs Dealer login Beginning to add functionality that empowers the buyer 	<p>Proactive</p> <p>Unified selling across multiple siloed channels.</p> <ul style="list-style-type: none"> Intentional, proactive approach to ecommerce Processes more mature, defined, integrated Embarking in automation <p>Process integration</p>	<p>Optimized</p> <p>Selling through multiple channels that are all connected.</p> <ul style="list-style-type: none"> Forward thinking, progressive Larger in-house team Smoother scaling Data-driven Advanced integration of 3rd party systems & tools <p>Personalization</p> <p>3rd party seamlessness</p> <p>Single source of truth</p>	<p>Innovative</p> <p>Holistic, customer centric approach. Part of a global, connected ecosystem that helps redefine the state of the industry.</p> <ul style="list-style-type: none"> Utilizes all available sales channels Highly enabled D2C & distribution channels Mastery of AI, automation, connected systems Doesn't just do, helps to define <p>Globalization</p> <p>Omnichannel</p> <p>Automation</p>
VISION						
Digital Commerce Mindset	“ We are online because we know we “need” to be	“ Digital commerce is a “new” channel with minimal budget	“ Recognized as the long term growth but we are unclear on how to best organize or align cross-company goals	“ A key component of the overall business strategy	“ Digital commerce is a primary focus company wide	“ Pushing the curve and breaking new industry ground
Opportunities	Break ground, create awareness	Extend business with new tools and people	Begin personalizing web experiences	Exploring new revenue streams Greater automation of processes than ever before	Consolidate touchpoints, remember interactions, and create an entire customer journey	True industry leadership & innovation
Challenges	Inertia, resources, quality	Scaling, uncharted territory, internal bandwidth	More sophisticated needs without budget, resources and know-how to fulfill them	<ul style="list-style-type: none"> Multiple, disparate systems Significant leap in business operations Understanding necessary allocations of resources 	<ul style="list-style-type: none"> Building internal teams Rethinking core business models Embracing larger-scale tech & tools 	Continuous innovation, pressures of staying relevant, being “on top”
OPERATIONS						
Channels	In-person only	Single-channel	Multi-channel	Multiple storefronts & channels	Cross-channel	Omni-channel
Inventory	Offline	Manual inventory management	Integrated inventory management	Auto replenished	Planned and forecasted	Actionable, insights-driven
Internal Team	Owner-operated	Administrative Assistant	<ul style="list-style-type: none"> Marketing manager Developer 	Multiple developers, designers, marketing, and digital managers	<ul style="list-style-type: none"> Dev team Creative team Marketing team Data analyst 	Multiple, fully staffed teams for different business units
External Team	None, self managed	Independent contractor	Boutique agency	Full service agency	Fully integrated agency	Global firm
Employee Experience	Heroic owner-operated	Tight-knit, lots of manual work, sharp learning curve	Multiple hats, spread thin	Team building, specialized	Connected teams	Automated, global engagements
Fulfilment	Offline	Single origin, manual pick n' pack	<ul style="list-style-type: none"> Dropship End-to-end visibility 	<ul style="list-style-type: none"> 3PL Automated RMA 	<ul style="list-style-type: none"> Multiple warehouses In-store pickup 	<ul style="list-style-type: none"> Own portions of supply chain Marketplaces
TECHNOLOGY						
Business Systems	Spreadsheet	Accounting	<ul style="list-style-type: none"> IMS CRM 	<ul style="list-style-type: none"> ERP Help Desk 	<ul style="list-style-type: none"> POS DAM 	Globally integrated custom enterprise infrastructure
Payment Methods	Offline	<ul style="list-style-type: none"> Credit Cards 3rd Party Services 	<ul style="list-style-type: none"> Subscriptions ACH Pay-over-time 	<ul style="list-style-type: none"> Terms (Net30, etc) Loyalty & rewards International wires 	<ul style="list-style-type: none"> Point of Sale Mobile payments 	Internal corporate finance & credit lending
Ecommerce Platform	None	Bolt-On (WooCommerce, Drupal Commerce), Magento Open Source, Shopify	Starter (Magento Commerce, Magento Open Source, Shopify Plus, BigCommerce, SuiteCommerce, Sitecore)	Mid-Market (Magento Commerce)	Enterprise (Adobe Commerce Cloud, Magento Commerce, Salesforce/Demandware, SAP/ Hybris)	Global Enterprise (Adobe Commerce Cloud, Wholly Custom Built, Oracle)
DATA						
Analytics	Not utilized	Descriptive analytics: what happened?	Diagnostic analytics: why did it happen?	Predictive analytics: what will happen?	Prescriptive analytics: how can we make it happen?	AI analytics: how can it happen automatically?
Analytics Examples	None	Using basic analytics to track website traffic, such as page views and number of visitors	Mining data to determine what caused a spike in web traffic over the past month	Using algorithms and data to predict which most customers are most likely to use a particular marketing offer	Using algorithms to optimize such things as revenue optimization, pricing optimization, routing, utilization	Using AI applications, bots and services
Data	None or unmonitored	Web analytics (monitored)	Dynamic heat mapping	Advertising insights	<ul style="list-style-type: none"> Business intelligence Dynamic pricing 	<ul style="list-style-type: none"> Dynamic AI Telematics
Privacy	None	SSL	Opt-in, privacy policy	Customers have control over their data	Data security/protection department	Proactively analyze potential risk trends and influence progress of global protection
ENGAGEMENT						
Customer Experience	Offline	Disparate	Organized	Unified	Personalized	Bespoke
Outbound Marketing	Word of mouth	One-to-all (newsletters, catalogs)	One-to-many (segmented newsletters, social, UGC)	<ul style="list-style-type: none"> One-to-some (targeted ads) Automated 	<ul style="list-style-type: none"> One-to-few (small segments) Automated 	<ul style="list-style-type: none"> One-to-one (individualized content) Automated
Brand	Logo	Color scheme	Style guide	Brand book	Brand team	Multiple brands
Dealer Enablement	Offline, non-digital.	<ul style="list-style-type: none"> Largely informational, likely public facing, dealer portal Potentially basic commerce functions Request a quote function 	<ul style="list-style-type: none"> Commerce enabled dealer portal behind a login Ability to order parts, track orders Personalized pricing terms 	<ul style="list-style-type: none"> Robust & interactive support & marketing portal Ability to purchase full range of products and services Multichannel sales, potentially D2C 	<ul style="list-style-type: none"> Dealer sales enablement mobile applications BOM producing product configurators integrated with ERP & CRM Sales calculators Order online & pick up in dealership Brandable marketing material housed in DAM 	<ul style="list-style-type: none"> Holistic support & service Personalized storefronts providing dealer-specific end-customer transaction, inventory, branding for each dealer Business systems provided & integrated Integrated service & RMA processes, including field support housed in DAM