Cloud Commerce Solutions
Independent, flexible, successful, focused

In the era of digital transformation, information technology is becoming an enterprise-wide driver of growth, innovation, and cost savings. Cloud commerce, in particular, offers revolutionary potential with enormous benefits for companies that do business online. Using Cloud commerce, businesses can free themselves from the hassle of procuring, installing, and maintaining their own hardware and software. Instead, they simply use Cloud-based services, with in-house resources then able to focus on the core business.

Reducing complexity and cost

Today's consumers expect total availability across all digital sales channels and a seamless experience across all touchpoints. To provide this, e-commerce platforms need continuous feature upgrades, full scalability, and guaranteed peak availability. This in turn requires a flexible and efficient IT landscape that is often highly complex and costly to maintain.

By using a Cloud-based commerce solution, businesses can significantly reduce this complexity and cost. They can add new digital channels faster than ever before and respond more immediately to the digital transformation of markets, customers, and competitors.

A Cloud-based solution also eliminates the sometimes considerable investment in software, servers, and server rooms. Instead, companies pay a simple rental to the cloud provider—but only for the resources they actually use. The financial benefits are particularly compelling because IT investments are overtaken so quickly by today's ever-increasing pace of technological change.

Integrated digitization

Cloud commerce offers a host of benefits beyond operational agility and potential cost savings. Alongside reducing risk, it can also increase revenue significantly, e.g., through new business models, rapid expansion into new markets, shorter innovation cycles, and enhanced customer satisfaction. The greater the integration of e-commerce, sales, marketing, and customer service through digitization, the greater the added value for companies and their customers. A Cloud commerce solution is the ideal tool for achieving these goals.

Increasing security

Cloud providers are keenly aware of how fundamentally important data security is to their business model. That's why they employ such highly qualified security experts, closely monitor all potential risks, and acquire—or develop—the best technologies to protect their devices, networks, and transmission paths. Cloud providers do this better than anyone because they have the necessary expertise and because their business depends on absolute confidence in their ability to ensure data

security. In fact, the leading Cloud providers are becoming pioneers in data protection and security.

How it's done: tips for successful migration to the Cloud

The advantages of using a Cloud commerce solution are obvious—especially the cost savings and potential competitive edge. There are, however, various pitfalls when migrating e-commerce processes and systems to the Cloud. These can be avoided by taking the right precautions.

Clarify how Cloud commerce affects your digital transformation and IT strategy
Create a roadmap for your project. For a Cloud commerce solution to realize its full potential, it has to interface with existing applications both within the company and in the Cloud. If Cloud commerce is embedded in your IT strategy, you can identify—and implement—additional scenarios for digitizing your sales and customer processes.

Decide which Cloud model and which Cloud environment you need
The three main Cloud models are

infrastructure-as-a-service, platform-as-a-service, and software-as-a-service. Carefully consider what each has to offer and which one meets your needs. Do the same with the various Cloud environments: private Cloud, public Cloud, hybrid Cloud, and sovereign Cloud. The key factors here are cost, security, flexibility, and autonomy.

Ensure you can access your data at any time
Before moving to a Cloud commerce solution, it's important to know how to get your hands on the data you have stored with your Cloud provider if, for example, you want to change providers or move your data to your own private Cloud. Will your Cloud provider allow you to export your data? Can you bring your existing external database subscriptions with you? Check these issues in advance to ensure the provider won't be "locking in" your data.

Check the provider's privacy and security policies
Data protection is particularly important in Cloud commerce since all your data is stored and processed in the provider's data center. If you plan to place sensitive customer information in a Cloud commerce solution, you should first check the provider's legal obligations when storing that data. You also need to know which country your data will be physically located in and which data protection laws apply there.

Build your knowledge of Cloud IT
While Cloud-based solutions are clearly becoming more popular, companies still need their own IT departments. However, the growing use of Cloud-based services is changing the demands on IT staff. Once highly specialized, they now require broad-based IT expertise but with a particular focus on process knowledge. This experience

and expertise is also essential when evaluating and monitoring the provider's service level agreements.

Calculate the total cost of ownership (TCO)
Cloud solutions are generally more cost-efficient than traditional on-premises solutions, but there are some cases where they can actually be more expensive over the longer term. Popularized by the Gartner Group, TCO calculates the total expenditure over the life of a given investment. In the case of IT investments, this includes the direct cost (purchase price) as well as indirect costs, such as maintenance, training, support, and updates.

Learn more about Cloud commerce in our comprehensive white paper ↗ www.intershop.com/resource-detail/cloud-commerce-selling-more-easily
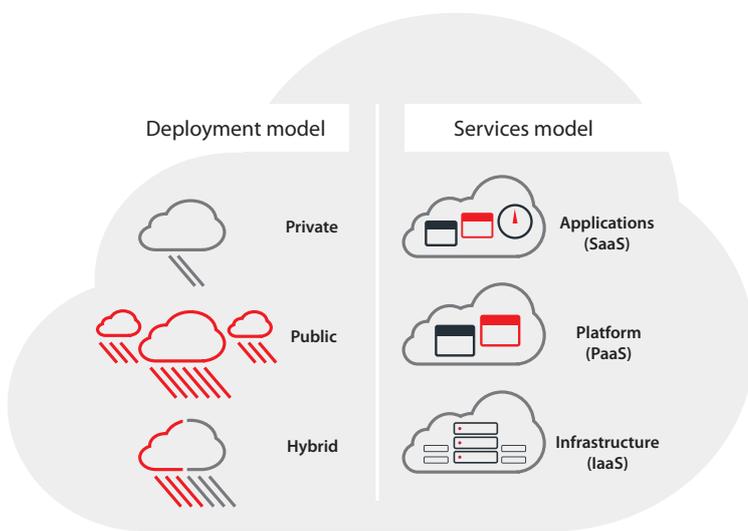
Cloud environments and models

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