

## COUNTERPOINT ONLINE (CPO) MERCHANTS

Red Rook would like to introduce the following solutions for CPO merchants to address the recent end-of-life announcement. We believe these solutions will serve the needs of merchants that have Counterpoint and online commerce requirements, and require a replacement for CPO. Red Rook developed the Commerce5 solution and have over 130 clients using it today. Red Rook endorses the CPSHop solution and is working closely with our partners, MainSpring and Ecomitize, to provide another option for Counterpoint and CPO users.

### BACKGROUND

CPO was built on an older ecommerce platform that is no longer supported in the industry. Because of this, CPO merchants will be required to build a new website for their online business. The two options presented here are built on two of the most popular and leading platforms in the industry today – Magento and WooCommerce. While they both have over 30% marketshare each, they serve different eCommerce requirements. In general, Magento is the leader in websites that are experiencing hi-growth in their online business, have both B2B and B2C requirements, and have complexity in their business that requires advanced omnichannel features. WooCommerce leads the market for small businesses, and companies that are starting out in eCommerce that require a basic, easy to deploy, and manage online website. Typically, the number of orders and online revenue will be a determining factor in which platform is most suitable for your business needs. In addition, the features that you require today, as well as where you want to take your business in the future will also be a guide in selecting the best solution for your business. Red Rook will help guide you and explain the benefits of each solution.

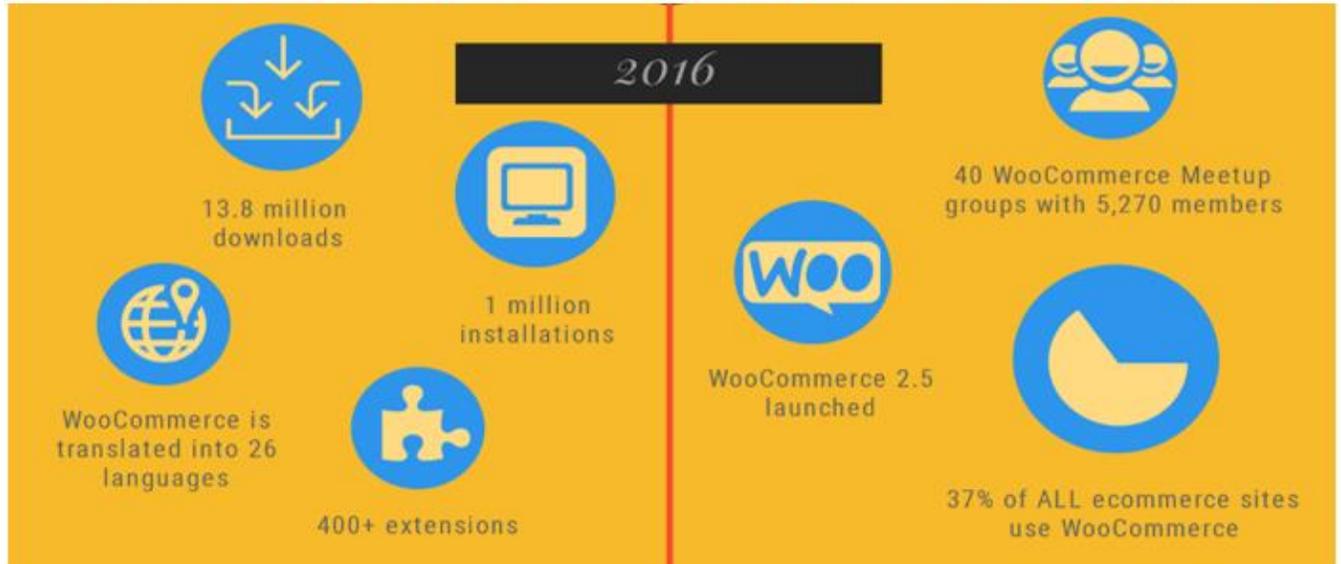
### Feature & Performance Comparison

	Commerce5	CPSHop
<b>NCR Counterpoint Integration</b>		
-Items/products	✓	✓
-Customers	✓	✓
-Orders	✓	✓
<b>Buy Online Pickup In-Store</b>	✓	*CPSHop in development
<b>Ship To/From Store</b>	✓	
<b>Omni-channel Gift Cards</b>	✓	*CPSHop has in-store or online
<b>Omni-channel Loyalty</b>	✓	
<b>Marketplace (Amazon, eBay)</b>	✓	✓
<b>B2B (Contract Pricing / Catalog)</b>	✓	
<b>Multisite Websites (Microsites)</b>	✓	
<b>Advanced Order Management</b>	✓	
<b>Secure Pay Module</b>	✓	
<b>Typical Revenue Range</b>	\$300k - \$50M	Startup - \$1M
<b>Business Complexity</b>	Moderate to High	Low to Moderate
<b>eCommerce Platform</b>	Magento	WooCommerce



## WooCommerce at a Glance

Over 30% of small businesses use WooCommerce



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