NCR RETAIL ONLINE (NRO) MERCHANTS

Red Rook would like to introduce the following solutions for NRO 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 that require a replacement for NRO. Red Rook developed the Commerce5 solution and have over 130 clients using it today. Red Rook endorses the CPCommerce and CPShop solutions, and is working closely with our partners MainSpring, Ecomitize and ComputerSOS, to provide other options for NRO users.

BACKGROUND

NRO is built on the Magento 1.9 ecommerce platform. Magento is one of the leading ecommerce platforms in the industry with over 30% of online companies using it for their online store. Both Red Rook's Commerce5 solution, and ComputerSOS's CPCommerce solution also use the Magento platform. Therefore, the migration process from NRO to one of these two solutions is recommended.

For smaller businesses, and those with very limited online requirements and sales, CPShop is also an option to consider. While Magento is a very powerful ecommerce platform, it is also more expensive to design, host, and support it. So, we recommend the smaller NRO users, with limited online sales and growth objectives, consider the CPShop solution as an alternative to Magento.

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. 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. Red Rook will help guide you and explain the benefits of each solution.

WHAT YOU NEED TO KNOW

While both the Commerce5 and CPCommerce solutions are built on Magento, there are a few areas that are different in the offerings that should be considered when choosing between the two.

1. **Open versus Closed model for Service Providers.** Red Rook took the approach of allowing the merchant to choose the Magento Partner of your choice for hosting, front-end design, SEO, digital marketing and ongoing support. Red Rook will recommend leading Magento Partners, and this allows you to have total ownership of your website and who you choose to work with on your site. ComputerSOS is very similar to the NRO model where they are a one-stop shop for hosting, designing, and supporting the website. Very different approaches, and one that merchants should consider when choosing the solution best for them.
2. **NRO Features and Functionality.** Both Commerce5 and CPCommerce have all the features of NRO as part of their standard pricing and solution. Red Rook offers additional functionality, that does not exist in NRO, as add-on modules that can be enabled anytime.
3. **Magento Partnership and Magento 2**. Red Rook is a preferred partner of Magento. They are involved in joint development activities with Magento, and have already developed Counterpoint integration for the next version, Magento 2. At some point, all Magento 1.9 NRO users will need to rebuild their websites and move to Magento 2. Those migrating from NRO have 18-24 months before they will need to move to Magento 2. Red Rook's solution is ready for Magento 2 today, and we already have clients that have made the move. There will not be additional fees for Commerce5 when you move to Magento 2, they are included in the migration fee. This is something that is unique to Commerce5, and those clients that are planning for the future should take this into consideration.

Feature & Performance Comparison

	Commerce5	CPCommerce
NCR Counterpoint Integration		
-Items/products	✓	✓
-Customers	✓	✓
-Orders	✓	✓
Buy Online Pickup In-Store	✓	Single Store Pickup
Magento 1 & 2 Support	✓	
Omni-channel Gift Cards	✓	In Development
Omni-channel Loyalty	✓	In Development
Marketplace (Amazon, eBay)	✓	✓
B2B (Contract Pricing / Catalog)	✓	
Multisite Websites (Microsites)	✓	
Advanced Order Management	✓	
Secure Pay Module	✓	✓
Typical Revenue Range	$300k - $50M	$100K - $1M
Business Complexity	Moderate to High	Low to Moderate
eCommerce Platform	Magento	Magento

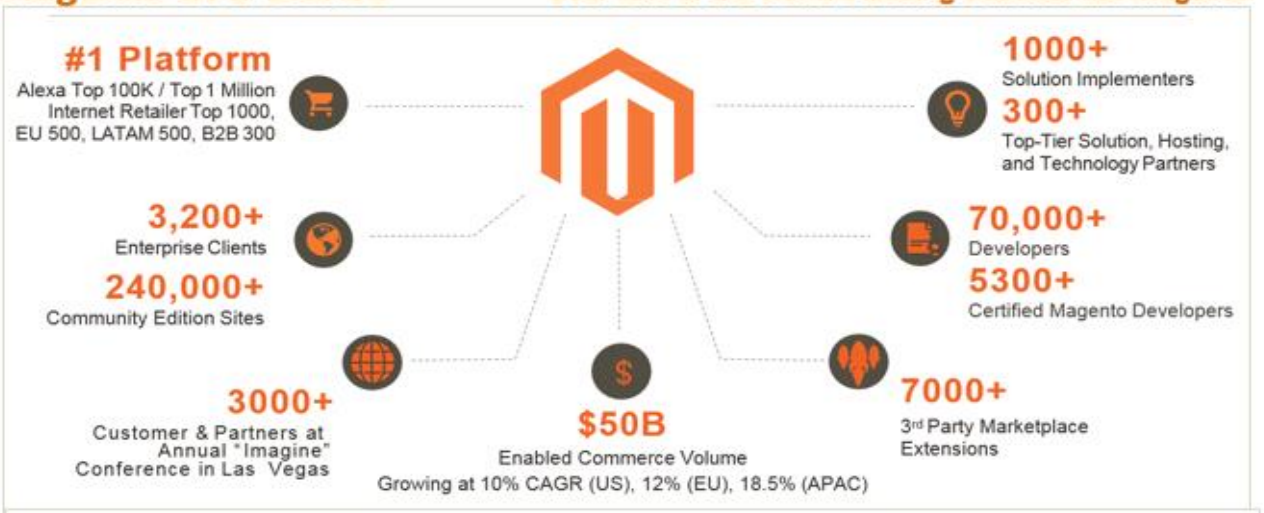
Pricing and Services Information

	Commerce5	CPCommerce
NRO Migration (One-Time Fee)	Starting at $2,500	Starting at $2,500
Monthly Hosting & Maintenance	Starting at $125	Starting at $100
Monthly Integration & Support	Starting at $495	Starting at $199
Add-on Modules	✓	
SEO / PPC Services	✓	✓
NRO Data Migration	✓	✓
Digital Marketing	✓	
Total Monthly Est. Cost	**$600-$700**	**$300-$400**

**all prices are based on current pricing and may change over time.*

Magento at a Glance

Over 30% of the world's leading websites use Magento



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