

## ECOMMERCE FOR NCR COUNTERPOINT MERCHANTS

Red Rook would like to introduce the following solutions for NCR Counterpoint merchants who are looking for a fully-integrated eCommerce solution. These solutions are proven in the industry as leading eCommerce platforms, and within the Counterpoint user community. Red Rook developed the Commerce5 solution and has over 130 clients using it today. Red Rook endorses the CPShop solution and is working closely with our partners, MainSpring and Ecomitize, to provide an option for small businesses.

### BACKGROUND

Red Rook has been a NCR partner for over 10 years, and has developed eCommerce solutions on the Magento platform for over 6 years. Red Rook is the only company in the world that is a Magento Platinum Partner, and a NCR Partner and Advisory Board member. We have served over 300 Counterpoint clients and over 150 that have also implemented eCommerce on Magento with our Commerce5 solution. Red Rook was recently recognized as one of the fastest growing companies in the U.S. by Inc 5000.

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 businesses 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 website. Red Rook will help guide you, and explain the benefits of each solution, and ultimately help you choose which is best for your business.

### 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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