



The RFP Questionnaire

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01 Company overview

Your company name

Primary contact number

Primary email address

How long has your company been in business?

Number of full-time employees

Describe your company's solution, services and product offering.

What is your solution standard business model. How does your company generate revenue? Please describe at high level.

What is the total annual online revenue of paying clients?

Primary contact name

Primary contact address

Your company's platform name

Is your company public or privately held?

Where is your headquarters located?

How does your solution distinguish itself from other ecommerce platform solutions?

Please provide list of sample DTC client sites and list 3 references that are similar in revenue, technical requirements, and industry as Bonobos

What are the primary industries represented by your current client base?

What is the total number of sites / ecommerce platforms launched?

How much is spent annually on R&D?

What are the number of employees supporting the clients onshore vs. offshore?

What is the total number of vetted agency partners?

What relevant DTC brands have launched in the last 12 months?

What is the total number employees working on the product?

What SIs do you work with currently?

What is the total number of vetted technology partners?

02 Omnichannel

Omnichannel

Ability to integrate OOTB with social channels (YouTube, TikTok, Instagram, Facebook, Pinterest, Google) for direct product sales

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to sell products via Marketplaces (e.g. Walmart, WeChat, Cdiscount, Rakuten, JD.com, etc.)

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support omnichannel returns processing; online purchase and in-store purchase

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Multichannel customer order information (i.e. on-line, in store, social channels, manual orders, etc.)

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

<p>Ability to support Buy Online Pick Up in Store, Buy Online Ship from Store, Buy Online Ship to Store</p> <p>Yes No</p>	<p>If Yes, check which one applies</p> <p>OOTB Plug-in (no code) Custom development</p> <p>Comments</p> <hr/>
<p>Ability to sell products via a mobile app</p> <p>Yes No</p>	<p>If Yes, check which one applies</p> <p>OOTB Plug-in (no code) Custom development</p> <p>Comments</p> <hr/>

Retail POS

<p>Do you offer a first party point of sale (POS) solution? Please describe.</p> <p>Yes No</p>	<p>If Yes, check which one applies</p> <p>OOTB Plug-in (no code) Custom development</p> <p>Comments</p> <hr/>
<p>Are there granular permissions for retail staff? Please provide details on what is and what is not possible.</p> <p>Yes No</p>	<p>If Yes, check which one applies</p> <p>OOTB Plug-in (no code) Custom development</p> <p>Comments</p> <hr/>

Do you support split fulfillments?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Do you support shared cart?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Is order routing customizable?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Headless commerce

Omnichannel

Describe your platforms capabilities to support a headless architecture.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

What best-in-breed 3rd party applications are available to be leveraged as a part of headless architecture on your platform?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

What type of APIs are available to support headless commerce?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

What front-end frameworks are available on your platform?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Does your solution offer any components or frameworks which accelerate the build of a headless experience?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Does your solution offer any headless components to optimize SEO?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Does your solution offer any caching features to optimize headless performance?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Do you have an included serverless hosting solution for headless deployment?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Do you have a hosting solution with security at the edge? (ex: WAF, DDoS prevention, ...etc)

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Does your solution offer any components or frameworks which accelerate the build of a headless experience?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

04 Integrations

How is the software hosted (on cloud, on-premise, or through a third party)?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

How is the performance of IT components and capacity of the server monitored?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

How can the software be monitored for performance and availability?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

How does your platform maintain scalability (high-load traffic, flash sales, etc.)?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

List your uptime results. What uptime did you experience during the last holiday season/BFCM?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

What is the average downtime during upgrades and patches?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Can your software be scaled to support additional user and API load?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

How many servers (dev/test/UAT/staging/etc.) does a typical client use to manage the implementation of enhancements?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Systems integration

Available methods of integration

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Available REST API and/or GraphQL API for all data components including custom fields

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

How many Middleware solutions offer OOTB connectors for your solution? (ex: JitterBit, MuleSoft, Workato, ... etc)

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Standard integration model between eCommerce platform and host ERP system

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Standard integration guide available and maintained

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Integration with Salesforce Marketing Cloud

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Integration with Salesforce Service Cloud

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Integration with Constructor

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Integration with Custom POS

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Integration with Segment (CDP)

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Integration with ERP

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Integration with PIM

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Integration with OMS/WMS

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Signifyd

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Integration with Contentful

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Payment gateways & alternative payments

Payment Gateways Supported

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Merchant Processors

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

PayPal

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Gift Certificates

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Affirm

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

AfterPay

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Klarna

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Apple Pay

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Amazon Pay

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Google Pay

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Tax Information

AfterPay

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Other

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Automation

Do you offer a “drag and drop” solution to create custom automation workflows?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Does your automation workflow solution have the ability to connect to 3rd party applications?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Does your automation workflow solution provide pre-built templates?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

System Management

Do you offer a “drag and drop” solution to create custom automation workflows?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Automation

Do you offer a “drag and drop” solution to create custom automation workflows?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

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OOTB Plug-in (no code) Custom development

Comments

Does your automation workflow solution provide pre-built templates?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

System Management

Do you offer a “drag and drop” solution to create custom automation workflows?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to purge data

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to manage “peak periods” and monitor performance

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

05 Content management

Content

Ability to integrate with a 3rd party CMS (i.e. Contentful)

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Product visibility and merchandising on site can be updated dynamically based on attributes such as inventory, availability, etc.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to manually change the price (or inventory) of an item in pre-production and production environments.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability for the product name be reflected in the URL.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to provide for side by side comparisons including thumbnail image, description, and price

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to select more than one product and mass update the product attributes in a single batch process.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability for image assignments be uploaded via the bulk product image import or individually via the administrative screens.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Describe the method in which we control a product's visibility in the storefront by turning the product on or off for display.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

For a product search, has the ability to change the view or fields in the result set.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to define, per product, what attributes must be selected to add the product to the cart.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Describe how relevant promotions can be displayed on the product detail page.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to provide mass maintenance / bulk update functionality (i.e. changing information on prices, descriptions, etc. for all SKU's under a sub-category, etc.)

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to edit site content using a WYSIWYG type editor that will not require HTML, follows site styling without knowing CSS and enforces a consistent customer experience

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for one or more storefronts share the same product catalog

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Your solution provides automation tools for designating "new", "sale", "featured item", etc.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for facets be assigned to products or skus. Please explain how facets are created, assigned and leveraged across the site. Is there a limit to how many facets can be assigned to a single product or sku?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to provide support for product badging (e.g. "new", "sale", etc.).

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to create unlimited categories and subcategories.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to customize the product carousel using site links, external links, text, videos, images, and 3rd party UGC.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to schedule content, navigation, and CTA changes based on a date/time range.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to test what a content change looks like in pre-production before the change goes live.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to define multiple rules of content to display within a page template (example: based on customer attributes, segmentation, geo, etc.)

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for content display rules be data driven (e.g. customer segment driven)

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for the CMS provide built-in / integrated blog-like capabilities

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for cross-sell and up-sell behavior be automated and rules-based.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for the CMS allow older versions of content to be rolled-back and promoted to the live site.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for the CMS support video. If so, please list the formats supported and placements (PDP, PLP, etc.)

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to easily support and adopt user generated content

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Does CMS come with a native video player?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Shopping/Wishlists

Ability for Permanent Shopping List

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for Permanent Wishlist

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for Shareable Gift Registry / Wishlist

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for Gift Messaging by SKU

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for Gift Messaging by Order

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for Gift Receipt

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for Share List Via Email or Social

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for Gift Cards

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Search

Ability for Site Search

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability for Native Insite Search Capabilities

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability for Predictive Search

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability for Trending Searches

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability for Type Ahead Search with Product Display

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability for Administrative Control of Product Data Fields Used in Search

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability for Administrative Control of alt. data returned for searches (e.g. misspellings, upsell, cross selling, etc.)

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability for Search Redirects

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability for Search Synonyms

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability for No Search Results/Suggestions

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for Reporting for search terms

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to integrate with best-in-breed tools like Agolia, Google Search & Discovery, etc.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Testing & Dynamic Content

Ability to support A/B Testing Tools

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support Geotargeting by IP

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support Featured Content (A/B and Multivariate Testing)

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support Page Template (A/B and Multivariate Testing)

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support Dynamic price testing

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support A/B Testing Reporting

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

<p>Ability to support A/B Testing Administration by Business User, Development Teams or Both</p> <p>Yes No</p>	<p>If Yes, check which one applies</p> <p>OOTB Plug-in (no code) Custom development</p> <p>Comments</p> <hr/>
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SEO

<p>Native SEO capabilities</p> <p>Yes No</p>	<p>If Yes, check which one applies</p> <p>OOTB Plug-in (no code) Custom development</p> <p>Comments</p> <hr/>
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<p>Native Search Engine Optimization (SEO) Built-In</p> <p>Yes No</p>	<p>If Yes, check which one applies</p> <p>OOTB Plug-in (no code) Custom development</p> <p>Comments</p> <hr/>
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<p>Ability to support Administrative SEO Control</p> <p>Yes No</p>	<p>If Yes, check which one applies</p> <p>OOTB Plug-in (no code) Custom development</p> <p>Comments</p> <hr/>
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Ability to support Automated SEO Functions

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support Product Descriptions

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support Product Images

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support Videos

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support Customer Reviews

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support Product Ratings

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support Blogs + Social

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support Landing Pages

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support Natural Language URLs

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support Page and Section Titles and Tags

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support Alt tags on images and graphics and configurability to specific formats

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support 301 redirects (automated, in bulk, and via import)

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support for creation of hierarchies and taxonomy

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support automatic generation of site maps

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Admin

Native CMS and/or ability to configure
Headless CMS

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Native Templates

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Responsive Design (form factor, breakpoint
capabilities)

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

CMS Permission Levels

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ease of Use for Non-Technical Users

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

HTML/CSS/JavaScript Access for Technical Users

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Creation of Unique Pages and sections of site content for business users

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Content Scheduling for Deployment

Version Control

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Push or schedule content from staging site to production site

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to 'roll back' changes to site content

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Multi-Lingual Site Versions

Default Merchandise Display Order

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Keywords

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Display language capabilities

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to change languages within site
(multi-language support)

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

International

Ability to integrate with a 3rd party international
ecommerce solution provider (i.e. Globe-E)

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support currency conversion

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to support multiple currencies

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support alternative pages / content / imagery for international

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for alternative navigation

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to override pricing on front-end display

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for content duration (Beginning/End)

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for product duration (Beginning/End)

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for category duration (Beginning/End)

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for pricing/promo (Beginning/End)

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

006 Merchandising, Promotions, & Products

Merchandising

Ability for a customer to add to a waitlist and communicate back to the customer when in stock.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to show low stock to encourage BUY NOW

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Support of algorithmic "may we recommend" feature as well as manual override of that feature

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to set shut offs based on inventory availability

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability for products to reside under multiple categories

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for products not assigned a category, but still exist in Webstore or CMS page

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for customer to be notified about limited quantity without refreshing the page

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support cross sell/upsell

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support taxonomy

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support bundled products

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support "Shop by"

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support 'Frequently Purchased Products'

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support 'Previously Viewed'

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support advanced search capabilities

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support bundled products

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support "Shop by"

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support 'Frequently Purchased Products'

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support 'Previously Viewed'

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support advanced search capabilities

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability support product backordering

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support rules-based merchandising

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Promotions

Describe the promotion types your platform can support.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support unique promo codes.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support one-time use promos.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support inclusion/exclusion by customer tier group (customer segmentation)

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support inclusion/exclusion by sub category.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support begins on/expires on promo.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support flash promo (valid for first X # of uses for example)

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support one-per-customer promos.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to set rules around discounts/offer based on cart size.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to set an offer as more than one SKU (e.g., bundle)

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to associate a description to an offer in Admin, population to the site.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support flexible timing periods

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Product Catalog

Ability to easily support and adopt user generated content

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability for custom attributes to be added to products and SKUs. Describe how these are added.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to configure variants.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to define collections or themes.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to filter products by different attributes such as size (i.e. shirt neck, shirt size, shirt sleeve, etc.), Fit (i.e. slim, tailored, standard, athletic), colour, style (i.e. shirt collar, shirt pocket)

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to have customizable attributes

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to moderate customer product ratings and reviews

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to display "average fit" information based on customer review

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to display "product benefits" section on the PDP with unique images and iconography

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to show show relavent size chart on the PDP

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Create content (text, images and videos) that supports the products

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to visually build an kit by selecting multiple products to create a outfit

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to quickly know if a product, color or size is in stock and available to purchase

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to see if a product is out of stock when accessing the PDP

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to show additional descriptions like fit tips, fabric content, care instructions

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to assign default variant to be shown on PDP

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to show if product can be returned and/or exchanged on the PDP

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to integrate editorial imagery and/or video into PLP

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to select the number of products that appear on a page

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to infinitely scroll through products

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to sort products by price (high low, low high), featured, new arrivals, etc.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to sort and filter PLP using merchandising rules set

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to select model size on the PLP

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to create auto-generated PLPs or landing pages based on paid campaign attributes or images

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for swipearable alt images on PLP

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to leverage data from online (commerce) and offline (POS) channels to provide personalized product recommendations

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for a product image to change based on “a custoemrs colour selection

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to display all attributes of a product (visible and hidden attributes)

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to present product recommendations on PLP or PDP

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to display a product set and allow the customer to select the variant

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to explicitly create one or more cross-sell and up-sell recommendations on a product detail page

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to push personalized product recommendations to a product detail page based on data that is collected from store behavior, order history, etc.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to provide side by side comparisons including thumbnail image, description, and price.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to select more than one product and mass update the product attributes in a single batch process.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to schedule the launch of a new product, discount, or promotion in the future without manual intervention on launch day

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

07 Cart, Checkout, & Tax

Checkout

Describe your cart and checkout capabilities.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to check-out in minimal steps / provide a world-class checkout experience

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability for saved payment info and add one-click checkout outside of checkout flow (i.e. Apple Pay, Google Pay, Amazon Pay, PayPal). Please explain the set up process to enable different payment methods.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability for the storefront to present all available payment methods to the customer and change the user input fields based on payment type selected

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to verify when billing or shipping address is not a valid or known carrier

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to populate shipping address or show a list of shipping address when logged in and have saved preferences

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to populate shipping, billing, and payment method when logged in and have saved preferences

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to display the order tax when the ship-to address is known

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to display the shipping charges when the shipping method is known

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to populate the city and state when the zipcode is entered

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to have deferred payment options (Klarna, AfterPay, Affirm, etc.)

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to apply one or more promo/coupon codes

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to remove one or more promo/coupon codes

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to pay with a gift card or store credit

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to pay in the currency of my country and ability to see product prices, charges, tax and order total in the currency for my country

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to contact customer service via email, phone or live chat without leaving the checkout process

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to complete checkout as a guest with minimal information, login as an existing customer, register before checkout, and checkout without requiring account set up

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to create a profile after checkout

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to see a complete summary prior to placing the order

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to checkout from the PDP

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to provide promo code at checkout

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for the storefront to present all applicable shipping methods, their costs, and any associated shipping cost promotions based on the shipping destination

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support different ship-to and bill-to addresses

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to present customer with their order history

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for products in cart to be "saved for later"

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for products in cart to be "saved or moved to wishlist"

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Cart

Ability to add one or more products to cart to purchase now or later

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to track products in cart whether customer is logged in or not

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability for cart to be available on any device

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to see products in cart from any page on site

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to remove products from cart

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to view the unit price of a product in the cart and the subtotal of products in the cart

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to add products to a "favorites list" from the cart

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to automatically apply promo codes to the order

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

ability to contact the customer through multiple channels when item(s) have been added to a cart without purchase after X period of time (abandoned cart)

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Payment Pricing & Tax

Ability to import pricing from backend system to drive pricing on the storefront

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to pass order information to ERP

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to include a tax engine or integrate with tax solution providers to calculate the order tax according to source/destination address, country, state/province, local and product level tax rules that are kept current by the platform automatically

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to provide taxcategory management as part of a product attribute.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to provide SKU-level tax exemption status.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to define product tax classification so that customers are charged correct tax based on their address

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Order Management

OMS

Does your OMS solutions provide customer service functionalities?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Describe your solution's ability to track and report on order status

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Does your OMS support order Lookup (order number, date, customer name, email, phone, billing address, payment type, source, order status, website)

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Describe your solution's ability to locate an order in the system.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Describe the ability to see statuses related to the order

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Does your solution provide refund and customer appeasements capabilities?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Does your OMS support subscription and continuity programs

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Can we save customer notes?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Can we save order notes?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Does your solution provide order related email functionalities? example: order confirmation, order shipped, order cancelled, etc.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Does your solution allow for auditing order modifications (Time, date and stamp by user)?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Does your solution provide a real-time inventory view?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Does your solution provide rules to protect certain inventory from being listed as available?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Can your solution process both online and in-store orders?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Can your solution manage backorders?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Can your solution manage ship from DC, Store, 3PL?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Can your solution support split-order shipping?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Can your solution support split-order shipping from multiple DCs, Store, 3PLs?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Can your solution support credits and appeasements?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Can we create customizable packing slips?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Can your solution support FTC compliance?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Can we review omni-channel sales and demand in OMS real-time?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Shipping & Fulfillment

Shipping Capabilities

Describe how the platform supports programmatic shipping pricing rules (free above certain pricing, customer attributes, category attributes, etc....)

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to add a surcharge to a specific product or group of products to the base shipping cost.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to define flat-rate shipping (or any other ship rate type) by region, distribution center or distance from delivery address.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability for products be included or excluded from shipping method either individually or by category.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to specify the taxation policy for a particular shipping method.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Does your solution provide all carrier Support (UPS, FedEx, USPS, DHL Freight)?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to dynamically identify the carriers with the lowest costs and dynamically present the fulfillment options to the customers.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to provide shipping US regional support.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to provide shipping international support.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to provide packing list support.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to support inventory visibility at the DC level.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Shipping Options

Fixed Fee Shipping Calculations

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Calculated Rate Shipping

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Percentage of cart shipping calculation

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Handling Fees

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Drop Shipping

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Shipping Regions

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Shipping Methods

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

International Shipping

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Product Level Shipping Restrictions

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Geographical Restrictions

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Blackout shipping dates

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Deliver on customer specified date

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

UPS Integration

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

FedEx Integration

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

USPS Integration

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Freight

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to send order confirmation email to customer

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Ability to display tracking number for customer to track shipment

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Ability to create additional transactional emails

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

10 Analytics & Reporting

Analytics Capabilities

Provide an overview of your available (out of the box) reporting and dashboards.

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Is there cost to access API for reporting purposes?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Can your solution report on security issues (example: fraudulent activities such as DDOS attacks)?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Can your platform report (and/or alerts) related to inventory (example: on-hand, sell-through, velocity, back-ordered products, etc.)?

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

Do you provide advanced SQL reporting internally or externally to the platform?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Do you provide the ability to export analytics to Excel and/or as a data dump to external systems.

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Do you support custom & ad-hoc reporting

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Can your solution provide financials reporting?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Can your solution report on page status, such as 404s?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Can your solution report on promotion codes and discounts?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Can your solution report on the contents of the CMS (product pages, category pages, non-product pages, etc...)?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Does your solution integrate with Google Analytics?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Does your solution provide tag management tools?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Does your solution provide access to the production / reporting database to support real-time queries?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Can you explain the level of detail for reporting / adding analytics?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Is there an ability to add custom widgets or views?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

How easy is it to access/download data?

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Product Reports

Back-Ordered Products

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Cost Trend Analysis

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Inventory on Hand

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Most Viewed

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Products By Sub-Category

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Profit Margin

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Shipping Cost

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Taxonomy

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Top Categories

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Top Sub-Categories

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Traffic Reports

404/Detailed Traffic

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

By Location

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Cart Conversion

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Keywords Analysis

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

SEO

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Top Page Views

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Device

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Behavior Flow/Drop Off

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

Medium/Source (Inbound)

Yes No

If Yes, check which one applies

OOTB Plug-in (no code) Custom development

Comments

PI Reporting

Yes No

If Yes, check which one applies

OOTB

Plug-in (no code)

Custom development

Comments

11

Service Support and Upgrades

What resources do you typically provide throughout the project, by phase, and what percentage are they dedicated to each client project?

Please describe the key steps and deliverables in the Go Live Phase

Describe your post launch review processes including technical, operational and business optimization reviews.

Do you have a dedicated account manager assigned to each client post go live?

What is the process for requesting support, tracking status, resolving issues, including severity level definitions and response times? Do you use a system that allows customers to track support issues?

Please describe the key steps and deliverables in the Pre-Production Phase (i.e. the steps prior to starting the project)

Please describe the status reporting and communications you provide customers during and after implementation.

Do you have a dedicated group focused on delivering upgrades, performing yearly audits, and increasing ROI?

What is the average uptime for your solution for the last 12 months?

Is support available 24 x 7? Is this staffed or via on-call pager, cell phone, or other indirect contact? Is your support organization in-house, out-sourced, or a mixture?

How frequently do you make software releases? Are releases period based on a set schedule or on an as - needed basis to enhance functionality and/or to resolve identified problems? Are upgrades mandatory? Do you charge a fee to upgrade, and what is it? How do you make sure updates do not break client sites?

What performance monitoring tools do you utilize? How often reported. Etc?

What type/category of enhancements require code to be written, tested, and deployed?
(a) If code needs to be written, please describe the process Bonobos needs to take to secure it (infrastructure, data at rest, data transport, endpoint security, data privacy)

Describe your scalability capability in terms of the number of products, concurrent users, hosted content, server upgrades, and the number of websites supported (ability to deploy functionality to launch other brands), etc.

What type/category of enhancements can be completed without code (ie. point and click configuration)?

12

Privacy & Security

Describe your privacy policies as a platform provider?

Does your company have Data Breach Coverage Insurance?

Describe how your end to end solution meet security standards PCI-DSS, SOC2, SOC3, TRUSTe, etc....

Describe your disaster recovery process.

Who is responsible for implementing new security requirements?

Has your company faced any instances of security breach?
Please describe the security breach instances (example: Platform Breach, Social engineering breach, client data breach, etc.)

Describe how your platform manages GDPR

Describe your ability to keep the site secure (physical, network, access, data, monitoring, etc....)

Do you provide an accessible portal to track uptime status, uptime/performance analytics, and past security incidents?

Describe your business continuity plan.

Describe your company's process for security breach

13 Implementation

Describe what support you provide the through implementation process.

Describe your implementation service offerings, methodology and typical implementation schedule.

Do you have preferred partners to assist with implementation or complete integrations? If so, please list three.

How is the content migration performed?

What is the typical timeframe implementing a customer of our size, complexity, and scale? Please provide a relevant customer example.

What are the roles and responsibilities required for implementation? Please list for client and vendor side.

How can we access historical data and information such as sales, products, and order history?

What support is available for keeping SEO/organic linking?

14

Platform Pricing

Describe your license / pricing framework and provide sample calculations.

Are there maintenance, hosting, infrastructure, or support fees associated with your solution?

Please estimate total cost to implement a website comparable to ours.

Please estimate the ongoing development costs to maintain and support the platform.

Do you offer additional components that incur additional costs? Please list all components whether they are relevant to our project or not (highlight this which are).

Please list 3rd party professional services companies that will implement your solution.

Describe the costs for any 3rd party applications that will be required to meet capability needs.



Shopify is the best commerce platform for reaching more customers, converting more checkouts, and scaling fast. From DTC to retail to B2B to social media, sell across every channel and market — from one dynamic platform.