What is Commerce-as-a-Service?

It is a model of online commerce where you only pay for the results and resources that you ordered, avoiding unnecessary overhead cost.

Explanation

A retailers with a growing online business must develop an omnichannel vision and strategy, and ensure the proper execution of both. Nowadays, implementing competitive solutions in-house is costly and generates significant time and money overhead. In such a model you have to think at least about:

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Hosting
Security
Licenses
Scalability
Monitoring
Architecture
Administration
Technology choices
External integrations
Audits and code reviews
IT members recruitment
IT members sick leaves
IT communication costs
...and numerous unexpected technical and non-technical problems.

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Of course, that's an incomplete list — but are you sure you want to take care of all of that?

Solution

Commerce-as-a-Service frees up your resources for thinking about customer satisfaction, marketing activities, and sales tactics. In fact, the real financial cost is the same or lower compared to an internal "commerce development" team! Take advantage of comparative advantage for a win-win of time savings and higher technical performance.

Results

After recruiting an experienced company (such as Retailic), you can forget about all technical aspects and focus on new opportunities and business progress. We handle all the details and deliver a well-made working solution, maintain it, and develop it further according to your custom needs.

It may be a lot of code, but one team, one communication channel, and one invoice. In fact, it's all you want to pay for: the quick, properly working online software and its improvement.

Get a ride

When you want to drive fast, you don't build a Ferrari out of scrap metal, right? You rent or buy the car, not forgetting to secure a good service. That's what we give — a Ferrari-like experience for your eCommerce business. Drive fast but safely, straight to your business goals.

Want to take all the technical weight off your back? Contact us!