

# ROADMAP

Implementing Ecommerce From Inception To Launch



# OVERVIEW.

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- I. Research & Planning
- II. Partnerships
- III. People
- IV. Structure & Roles
- V. Investment
- VI. Timeline
- VII. Internal Adoption
- VIII. Launch



# RESEARCH & PLANNING.

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## RESEARCH & PLANNING

- I. Determine strategic goals & objectives
  - A. What do you want to accomplish in your business through an ecommerce initiative?
  - B. How will you measure success?
- II. Understand what is involved
  - A. **CONTENT:** GAS & PRODUCT CONTENT
  - B. **COMMERCE:** ECOMMERCE PLATFORM
  - C. **CONNECTED:** ERP INTEGRATION
- III. Talk to your ERP & other distributors (optional)
- IV. Take your time & be thorough

## REQUIREMENTS

- I. Define and prioritize requirements
- II. Make a list of what you need
- III. Get proposals based on requirements

## MAKE YOUR DECISION

- I. Compare proposals & features
- II. Understand how all the vendors will work together
- III. Consider the "working relationship"



# PARTNERSHIPS.

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## A GOOD PLACE TO START

Here is a list of a handful of vendors to reach out to. There are so many options out there and this is by no means an all inclusive list. This is just a list of some vendors we're familiar with to get you started in your research process.

PLATFORM	EvolutionX	<a href="https://evolutionx.io/">https://evolutionx.io/</a>
PLATFORM	Episerver	<a href="https://www.episerver.com/">https://www.episerver.com/</a>
PLATFORM	Unilog	<a href="https://www.unilogcorp.com/">https://www.unilogcorp.com/</a>
PLATFORM	Adobe Magento Commerce	<a href="https://magento.com/">https://magento.com/</a>
PLATFORM	Big Commerce	<a href="https://www.bigcommerce.com/">https://www.bigcommerce.com/</a>
PLATFORM	Shopify Plus	<a href="https://www.shopify.com/plus">https://www.shopify.com/plus</a>
CONTENT	DDS	<a href="https://www.distributordatasolutions.com/">https://www.distributordatasolutions.com/</a>
CONTENT	IWDC PIM	<a href="https://www.iwdc.coop/iwdc-programs/pim-system">https://www.iwdc.coop/iwdc-programs/pim-system</a>
CONTENT	Unilog	<a href="https://www.unilogcorp.com/">https://www.unilogcorp.com/</a>
CONTENT	Salsify	<a href="https://www.salsify.com/">https://www.salsify.com/</a>
CONTENT	Agility Multichannel	<a href="https://www.agilitymultichannel.com/">https://www.agilitymultichannel.com/</a>



# PEOPLE.

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## ECOMMERCE TEAM

### Diverse Team & Skill Sets:

- Gas
- Vendors & Purchasing
- ERP
- Web Design/ Marketing
- Sales
- Product Knowledge
- Operations
- IT

### PROJECT MANAGER- SOMEONE TO OWN IT

- Ability to facilitate
- Central go-to for all vendors (distributor, ERP, platform & content)
- Excellent communication/responsive
- 100% committed to success (genuine desire to see the project succeed)
- Driven & self motivated
- Spend lots of time emailing, zoom calls, meetings
- Organized- Keep track of where all the moving pieces are at



# STRUCTURE & ROLES.

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## CHIEF DIGITAL OFFICER

- Oversees all digital assets
- Lead, Manage, Accountability
- Website & Marketing Strategy
- Liaison Between Supporting Departments

## MARKETING MANAGER

- Marketing site
- Brand Message & Awareness
- Email Marketing
- Social Platforms
- Digital Advertising Campaigns
- Digital Lead Gen & Customer Conversion

## CONTENT MANAGER

- Product Information Management
- Taxonomy & Categorization
- ERP, VENDOR & PIM liaison
- Product File Match
- Product Groupings & Relationships

## ECOMMERCE MANAGER

- Ecommerce Site
- Backend web store functionality
- Website Updates & Integrations
- Technical Customer Support
- Reporting & Analytics
- SEO

## OPERATIONS & CUSTOMER SUPPORT

- Logistics
- Delivery & Shipping
- Order fulfillment
- Customer Care



# INVESTMENT.

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UPFRONT COST	ONGOING COSTS
Content Set Up	Content Management
Platform Set Up	Platform Fees
Ecommerce Integration	ERP Fees
Website Design	Consulting, Outsourcing, or FTE
ERP	
Consulting, Outsourcing or FTE	
<b>\$100K - \$1 Million+ One-time</b>	<b>\$30K - \$200K+ annually</b>



# TIMELINE.

## EXPECT 12-18 MONTHS



### Research & Planning: 3-6 Months

**Content:** Start sourcing content from the beginning of the project. This will be an ongoing process throughout the life of your ecommerce site. Content will need to be continually updated. For the bulk content acquisition prior to launch, plan for 4-6 months.

### Website Design: 2-6 Months

**ERP Integration:** 6-12 Months (can take as long as 15-18 months, depending on integration complexity)

**Adoption:** Be intentional and strategic about getting your internal team on board with the project. Start from the very beginning. This is an ongoing process that will evolve over time. "Digital Transformation" doesn't happen overnight.



# INTERNAL ADOPTION.

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## **100% LEADERSHIP SUPPORT**

Make sure everyone on the leadership/executive team fully supports this initiative and will actively be involved in promoting from the top- down and from inside-out.

## **COMPANY INITIATIVE**

An ecommerce initiative is not a “side project” or an “IT” project”. It is not a project that will only involve a small group of people. It's important to understand that this initiative is a strategic plan and will involve people and support from all departments across the company. Treat this initiative as a top company priority and focus company, department, and individual goals around it.

## **EARLY & OFTEN**

Once you officially kick-off the ecommerce project with a signed contract, don't wait to start talking about the initiative. Have multiple meetings, conversations, calls, webinars, etc to repeatedly engage the company in the initiative. Identify different phases throughout the process to provide progress updates. Keep the entire company involved and openly talking about the project.

## **FEEDBACK & BUY IN**

Throughout every stage of the ecommerce initiative, from early planning, web design, and even post launch, engage your sales team as often as possible to get their feedback and input. Ask them open-ended questions, have them look at and review the website to provide constructive feedback, and then be sure to act on that feedback. Let them know that their participation and involvement is not only welcomed, it's highly valuable.

## **TRUDGE THROUGH IT WITH THEM**

As you roll out the new platform, be very intentional about working with the sales team to get customer adoption. Don't just expect the sales team to do it on their own. Make sure there are people and resources available to them at every stage so that they feel motivated and empowered to talk to customers about the platform and encourage customers to use it.



# LAUNCH.

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## TESTING

After integration is complete, plan for a period of 4-6 weeks of multiple rounds of testing to ensure all features and functionality are working the way they're supposed to. Use this time to learn how to "troubleshoot" effectively.

## SOFT LAUNCH

Consider rolling out to a small group of 'beta' customers so you can live "test" all functionality, get feedback from customers, and ensure operational excellence.

## KPIs

If you have an existing ecommerce platform, establish a baseline of key measurables to track. Make sure you can continue to measure the same numbers as the new platform launches.

### Measurables to Consider

- Number of customers using the platform
- Number of orders submitted (per week or per month)
- Revenue generated through the platform

