

**crozdesk™**

# eCommerce Solutions Software Buyer Guide 2019

Top products, market overview & everything else  
you need to know before buying software

CROZDESK.COM // THE SOFTWARE DISCOVERY PLATFORM



## **Crozdesk Market Radar™**

Vendor landscape snapshot included



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**IT & SECURITY SERIES**

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Whether you're looking for accounting, marketing, CRM or design software, Crozdesk has you covered. Our analyst-grade reports, curated software stacks, expert reviews, user recommendations and other resources help millions of businesses around the world boost their productivity through software.



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Different types of eCommerce solutions are suitable for different types of businesses. Some common types include enterprise, hosted and open source solutions. Key features of eCommerce software usually focus on product catalogs, ordering systems, payment options, and customer management. While any eCommerce software lets you create and manage a product catalog, some solutions come with advanced features like the ability to list related products, the ability to customize a product with personal images and the ability to generate coupon codes. You need to decide what features you need. Some key points to consider are scalability, whether the platform can grow with your organization, whether the software seamlessly integrates with other applications, reporting and analysis features or whether the software has adequate features to monitor sales and analyze customer behavior. You may also want to consider security features, responsive design options, user experience, the user interface and the customer support system.

In the following report we will take a look at the eCommerce Solutions software market, compare its top products and have a look at what to pay attention to when selecting eCommerce Solutions and other IT & Security software.

## IT & Security

Information Technology (IT) software is any digital solution that helps businesses create, process, exchange, store, use, and secure electronic data. You can use software products in this category for building websites, developing and monitoring mobile apps, [creating eCommerce stores](#), monitoring and managing computer networks, automating data backups, password management, and subscription management.



Amid rising cloud adoption, [data security](#) continues to remain a big concern for many organizations. Thankfully, some software products in the IT & Security category come with features that help encrypt your connection, and protect sensitive business data against any possible malicious attacks. You'll also find dedicated data security software that enables multi-factor authentication and centralized access control.

eCommerce Solutions is a key part of this segment. At the end of this report we will take a look at other IT & Security categories and related product groups you may also want to consider.

## What is eCommerce Solutions Software?

Ecommerce solutions software are technology applications that help companies successfully launch, run, and manage their own online store. Products in this category usually provide assistance in all areas of eCommerce store building and management, from setting up a storefront to web designing, web hosting, payment processing, marketing, and inventory management.

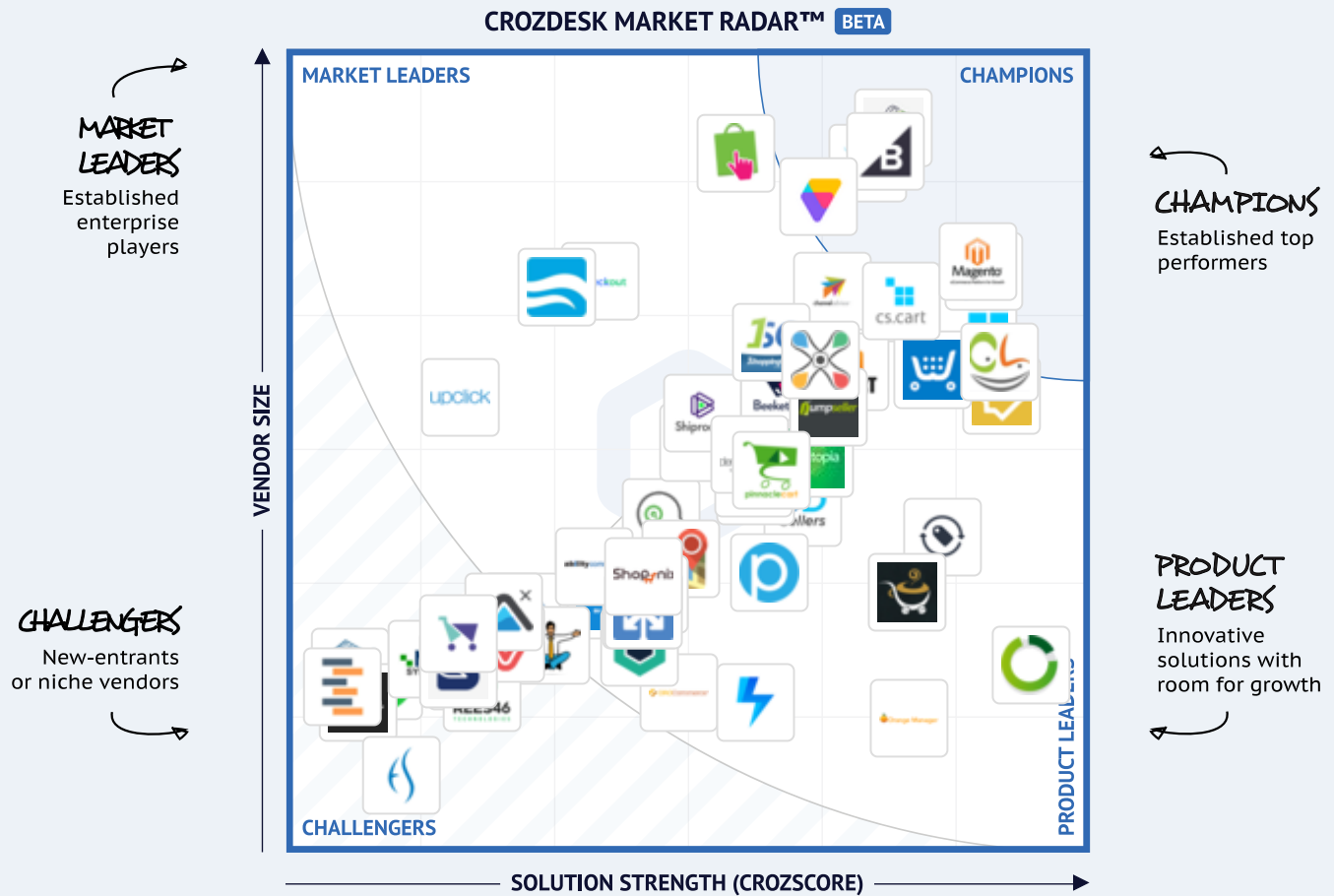
Different solutions are available for different needs. If you need to list products and set up payments on your existing website, simple shopping cart software would suffice. However, if you want to build an online store from scratch, you might require a fully-featured eCommerce solution. You'll also find solutions designed specifically to manage multiple online stores from a single place.

Most products enable you to automate tax calculations, upgrade product listings, images and descriptions, categorize products, manage orders, receive payments, monitor inventory levels, collect and organize customer information, and secure data with SSL encryption.

More advanced features include the ability to analyze customer browsing patterns, to provide SEO suggestions, to list related products, and to generate coupon codes. You should also consider factors, such as scalability, integration, mobility, ease of use, and customization capabilities.

# eCommerce Solutions Vendor Landscape

The Crozdesk Market Radar below shows a snapshot of the most important eCommerce Solutions software products on the market. The X-axis indicates overall solution strength, as determined by the Crozscore AI algorithm, and the Y-axis is an estimation of the product vendor's size. You can read more about the methodology [here](#).



## Champions:











- LemonStand
- CrazyLister
- nopCommerce
- CS-Cart Multi-Vendor
- Magento
- Magento
- Ecwid
- FastSpring
- cs.cart
- Shopify
- Bigcommerce
- OpenCart
- ChannelAdvisor
- Volusion

## Market Leaders: Product Leaders:

- 1ShoppingCart
- Competera
- Prisync
- Orange Manager
- Shopaccino
- X-Cart
- Jumpseller
- PrestaShop
- InkSoft
- Nextopia
- 3DSellers
- Snipcart
- Beeketing
- PinnacleCart
- ShipRocket
- Payrex
- HoverSignal
- Yo!Kart
- Sana Commerce
- Demandware
- Amilia
- 2Checkout
- Store Locators Widgets
- TargetBay
- Mydataprovider
- API2Cart
- Shopnix
- Digital River
- Price2Spy
- Conversific
- SocialShopWave
- SmartSite
- Upclick

# Top 10 eCommerce Solutions Software 2019

The list below shows the top 10 products, as determined by the Crozscore relevancy ranking algorithm. You can find the full methodology [here](#).

1		<b>Competera</b> ★★★★★ (384) Products for retailers to supercharge price setting with quality guaranteed data extraction and AI-driven price recommendations.	<a href="#">More</a>
2		<b>CS-Cart Multi-Vendor</b> ★★★★★ (14) CS-Cart Multi-Vendor is turnkey hosted eCommerce software that allows you to create an online marketplace like eBay, Amazon, and Etsy.	<a href="#">More</a>
3		<b>LemonStand</b> ★★★★★ (698) LemonStand is an eCommerce platform that helps fast growing retail brands and subscription eCommerce companies create beautiful online stores that sell more.	<a href="#">More</a>
4		<b>CrazyLister</b> ★★★★★ (292) CrazyLister - Easily Create Professional, Mobile-Optimized eBay Listings	<a href="#">More</a>
5		<b>nopCommerce</b> ★★★★★ (34) nopCommerce is the leading open-source eCommerce platform. It's absolutely free.	<a href="#">More</a>
6		<b>Magento</b> ★★★★★ (1109) Magento is an open-source content management system for e-commerce web sites.	<a href="#">More</a>
7		<b>Prisync</b> ★★★★★ (40) Prisync is a competitor price tracking software for all sizes of e-commerce companies from all around the world.	<a href="#">More</a>
8		<b>Ecwid</b> ★★★★★ (130) Ecwid is a full-featured shopping cart that can be added to most sites like WordPress, Drupal or Facebook in minutes.	<a href="#">More</a>
9		<b>Bigcommerce</b> ★★★★★ (518) Bigcommerce is an e-commerce platform with dozens of themes and apps to help get the right look and functionality for online stores.	<a href="#">More</a>
10		<b>cs.cart</b> ★★★★★ (1) CS-cart is a feature-packed downloadable eCommerce platform.	<a href="#">More</a>

Looking for something specific? [View all products on Crozdesk](#)



**Competera** ★★★★★ (384)

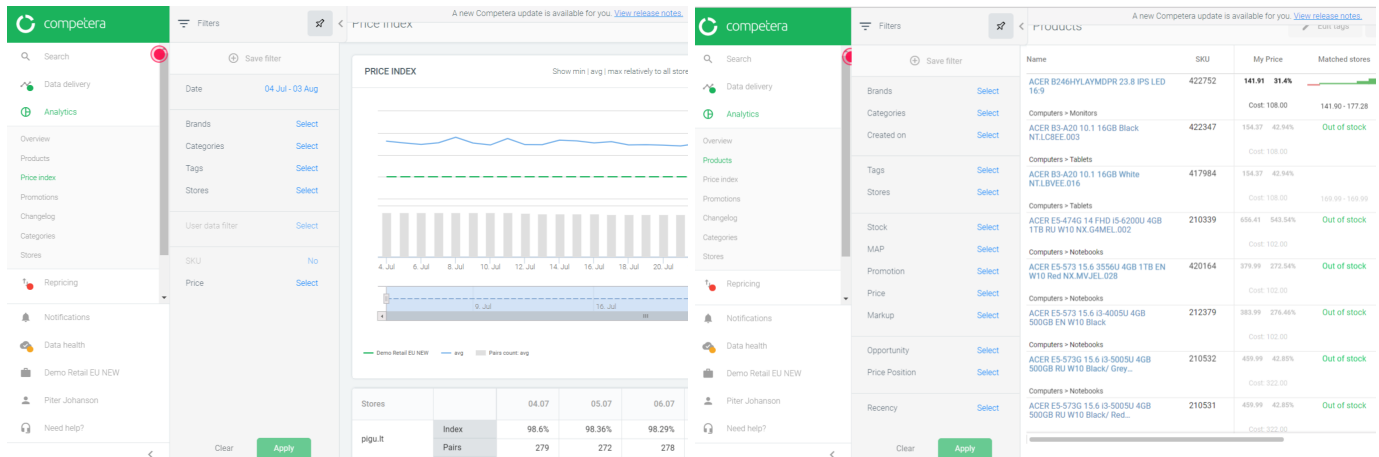
Products for retailers to supercharge price setting with quality guaranteed data extraction and AI-driven price recommendations.

Crozscore:  
92/100

User satisfaction:  
96/100

Press buzz:  
36/100

User trend:  
Rising



Suitable for:  
SMEs, Enterprises

Platforms supported:  
Web App

URL:  
[https://competera.net/?utm\\_source=Crozdesk&utm\\_medium=listing&utm\\_campaign=](https://competera.net/?utm_source=Crozdesk&utm_medium=listing&utm_campaign=)

More information:  
[Crozdesk listing](#)

**About Competera:**

Competera boosts price setting with quality guaranteed data exploration and algorithmic price recommendations built in a consolidated software environment. SLA-guaranteed 95% data quality, data exploration, and a unique capability to meet all requirements of enterprise clients. Automated well-informed decisions based on advanced analytics and machine learning. Increasing gross margin for the same amount of sales with growing customer loyalty and better price perception. Get a Demo.





## CS-Cart Multi-Vendor ★★★★★ (14)

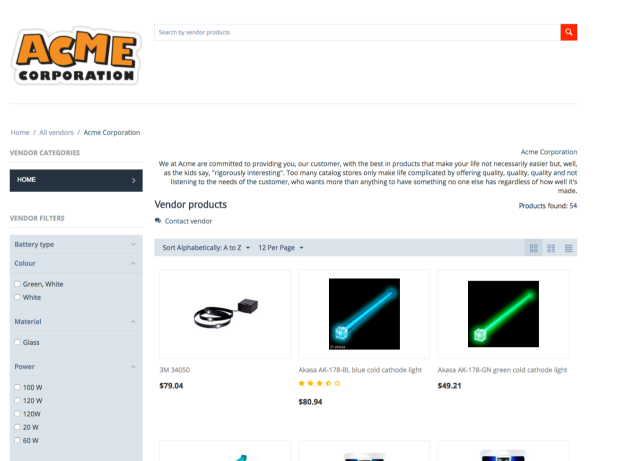
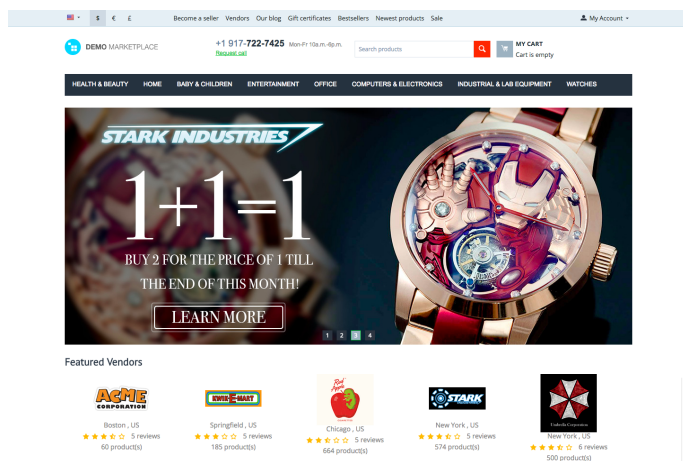
CS-Cart Multi-Vendor is turnkey hosted eCommerce software that allows you to create an online marketplace like eBay, Amazon, and Etsy.

Crozscore:  
90/100

User satisfaction:  
92/100

Press buzz:  
49/100

User trend:  
Rising



Suitable for:  
Startups, SMEs

Platforms supported:  
Web App

URL:  
<https://www.cs-cart.com/multivendor.html>

More information:  
[Crozdesk listing](#)

### About CS-Cart Multi-Vendor:

CS-Cart Multi-Vendor is standalone eCommerce software that allows you to create an online marketplace. In Multi-Vendor, independent vendors can sell their products through a single storefront.

In a Multi-Vendor marketplace, each vendor has their own micro-stores with product filters, vendor product list, vendor product search, and all. You can take commissions from your vendors, offer them pricing plans with different conditions, or even both if you wish.

With this marketplace solution, you can open an online marketplace similar to eBay, Amazon, and Etsy. It is designed for selling any kind of products: from local farm produce to software solutions. It also works fast (92 Google PageSpeed points) and ready for high load.

CS-Cart Multi-Vendor is very flexible: if you don't find a function you need, you can code it—Multi-Vendor is 100% open source.

You get over 80 payment and shipping built-in services, responsive mobile-friendly design, easy-to-use admin panel, a convenient content management system, a pack of marketing tools, a loyalty system, great SEO, and a unique feature called Layout Editor. It allows you to arrange content on your marketplace pages by drag-and-drop.

Pricing plans:

Trial: - 1 user / month

Full: 1450.0 - 1 user / month



## LemonStand ★★★★★ (698)

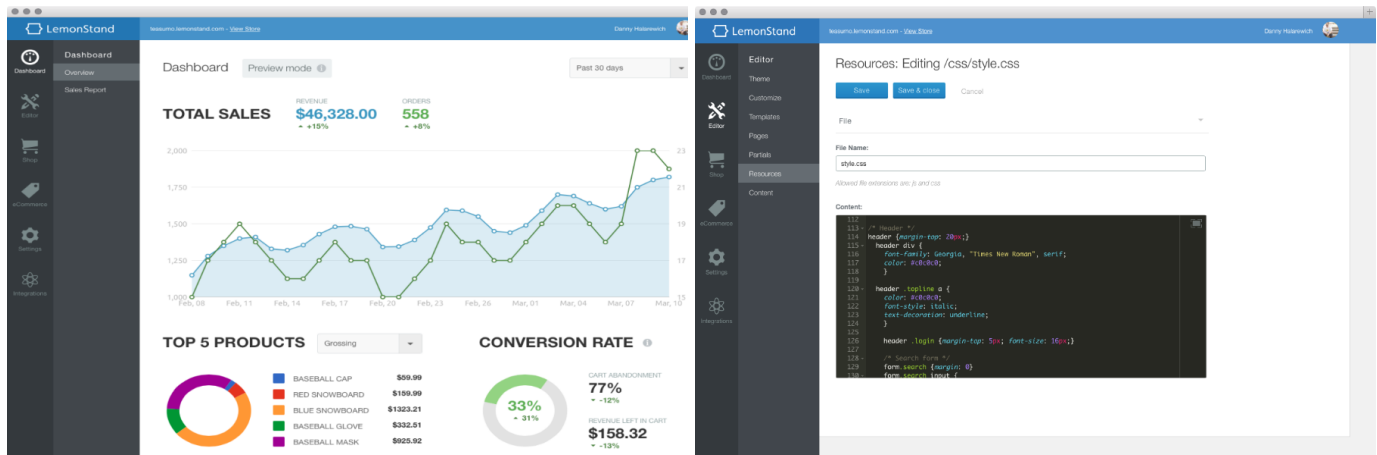
LemonStand is an eCommerce platform that helps fast growing retail brands and subscription eCommerce companies create beautiful online stores that sell more.

Crozscore:  
91/100

User satisfaction:  
92/100

Press buzz:  
49/100

User trend:  
Rising



Suitable for:  
*Personal, Freelance, Startups, SMEs, Agencies*

Platforms supported:  
*Web App*

URL:  
<https://lemonstand.com>

More information:  
[Crozdesk listing](#)

### About LemonStand:

*A Refreshingly Customizable eCommerce Platform*

LemonStand helps fast growing retail brands and subscription eCommerce companies create beautiful online stores that sell more. With LemonStand you can...

*Design the Way You Want*

Completely customize the entire user experience, including the checkout process, using your favorite front-end development tools. Powerful workflow features for web designers included.

*Sell Subscriptions... Or Not*

Built-in features to sell standard one-time products, or recurring subscriptions without requiring an extra app. You can even sell both seamlessly together to maximize revenue and growth

*Maximize Your Profits*

All of our pricing plans include support, hosting, updates and all of our core eCommerce features. And, we don't even charge extra transaction fees for any of our 95+ supported payment gateways!

Pricing plans:

Starter: *19.0 - 1 user / month*

Growth: *69.0 - 1 user / month*

Pro: *199.0 - 1 user / month*

Premium: *399.0 - 1 user / month*

## What eCommerce Solutions trends should I be aware of?

The software market for eCommerce Solutions is dominated by a fairly even ratio of self-hosted and hosted platforms that offer similar eCommerce Solutions, many of which are also open-source. They focus on affording business owners greater control over their eCommerce efforts by offering online store-building capabilities and shopping cart solutions, both of which enable the management of orders, payments and inventories.

Vendors typically offer storefront templates that can be customized and solutions that optimize the customer experience through an increased number of payment methods. A differentiating factor can be language support that bridges multiple geographies.

Vendors that distinguish their products, as seen in the Crozdesk Market Radar™, by offering advanced functionalities such as marketing tools, built-in SEO, SKUs and other variations, increased scalability, social media support, customizable storefront templates, plugin support and A/B testing.

The Crozdesk Market Radar™ also reveals a high number of lightweight software vendors that place a greater emphasis on niche features such as competitor price tracking or membership management. Some vendors also specialize in specific areas of commerce to further distinguish themselves.

## What Features should be supported?

Below you can find a list of features that are common among eCommerce Solutions software applications. You should have a clear idea which ones you need, which ones you can live without, etc.

SAP Integration	Integrates with common SAP services.
Stripe	Stripe support as a payment gateway allowing you to accept payments online and via mobile apps.
PayPal	PayPal support allowing for the transfer funds electronically or online payments.
BitCoin	BitCoin support - a digital currency operating independently of a central bank.
Order management	Manage the fulfilment of sales and orders for goods and services.
Product Catalog	Allows for the digital catalogization of large amounts of products.
Data Export	Exporting functionality can be used to streamline the migration of data sets and information across systems, platforms or applications.
Forecasting	Forecast upcoming expenses, sales, revenue, user levels, etc. through the use of predictive methods and past data.

External Integrations	Integrations with other software products or platforms to improve efficiency and compatibility across systems.
2-Factor Authentication	Adds an additional layer of security by requiring an extra step in the login process. Usually external devices are required for this or a text message with a verification code is sent to the user when trying to login.
Budgeting	Planning and tracking capabilities for financial budgets and plans often used to manage funds across different departments or for investor / shareholder oversight.
A/B Testing	Run split tests for websites, emails, ads and more by serving different versions of the content to different users.
Conversion Tracking	Track signups, purchases or user actions to measure the effectiveness of marketing or advertising campaigns. This is often used to optimize inbound or outbound marketing efforts and improve sales conversions through a range of online channels.
API	Application Programming Interfaces (APIs) are programmatic intersections with external products or platforms that allow for custom integrations with your own solutions or other solutions you are using.
Data Import	Importing functionality allows you to use data sets from other systems or platforms to cut down on data entry requirements or to more easily migrate records from similar applications you have used in the past.
Data Visualization	Data visualization features render a visual interpretation of data sets through the use of charts, infographics and other visual cues generally in form of a reporting dashboard.
Keyword Tracking	Track keywords for Search Engine Optimization (SEO), Search Engine Marketing (SEM) or item tagging purposes.
Marketing Automation	Automate marketing processes, such as outreach emails, customer engagement, chat replies through the use of chatbots and others.
Third-Party Plugins/Add-Ons	Offers additional features or integrations built by third-party developers in form of plugins or add-ons.
Notifications	Includes notification support and sends you alerts with information on important events and other time sensitive instances. For example through push notifications on mobile phones or email notifications.
Multi-User	Supports more than just one user account and generally allows for collaboration with colleagues.
Scheduling	Schedule tasks, resources, appointments, payments, communications, etc.
Dashboard	Dashboards are digital interfaces commonly used to visualise data or give quick access to important features and functions of online platforms. They often serve as an overview gateway in software applications.
Calendar Management	Manage and update calendars for scheduling or consolidation of events across teams, departments or business functions.

## Subcategories:

- » **API Management:** These products are often used to create, publish, and monitor application programming interfaces (APIs) in a secure and scalable environment. The software generates reports on API usage, allowing the API publisher to gain insight into subscriber behaviors. Other functionalities include controlling access to APIs, monetization of APIs, and the ability to manage and secure API traffic. Products in this category often aim to make application development easier and enhance developer productivity. Key features to look for include publishing tools, developer engagement, user profiles, authorization, single sign-on, and token authentication capability.
- » **App Builders:** One major benefit of using a cloud-based app builder is that they typically don't require you to download or install anything. You can get started quickly and often without any knowledge of coding. However, not all app builders are made for non-coders. Some products come with advanced features that only experienced developers can handle. Some products in the app builder category are suitable for making native apps, while others allow you to build applications for almost every device, including Android, iPhone, and Windows mobile. Other things to consider include your UI customization needs or what kind of graphic design support you require, whether you need advanced content management features, whether you want to develop eCommerce apps with features like customer loyalty program, shopping cart, etc. You'll also find DIY app builders with social API integration features and a range of other add-ons and plug-ins.
- » **Application Lifecycle Management:** Products in this category help organizations design, develop, test, deploy, manage, and maintain software applications throughout their lifecycle. Key modules of Application Lifecycle Management (ALM) software include requirements management, test management, release management, and change management. For instance, change management refers to a product's ability to adopt changes in requirements during the development phase of a project. Some important features to consider in ALM software include its agile capability, quality assurance, traceability, integration with other products, ability to handle multiple projects, and ability to determine key performance indicators.
- » **Application Monitoring & Performance:** This group of software monitors software applications to see whether they are performing as expected. The right application performance monitoring software helps improve end-user experience, reduce user complaints, maintain business continuity, increase productivity, and foster innovation. These products measure application performance on the basis of metrics, such as, average response rates, transaction volume, error rates, and data throughput. Different products focus on different aspects of application performance, so choosing the right product for your exact needs is important. For instance, you may need a product that helps track the average time for login or one that lets you know how users behave after they download your application. Key factors to consider include stack visibility, system security, and reporting capability, among others.
- » **Backend/Database:** Products in this category help create, organize, manage and maintain databases for websites or software applications. You can use these products for creating actionable dashboards, and for sharing data, consisting of charts and graphs, with your team members. Some products allow you to create dashboards with simple drag-and-drop interface; while others let you customize dashboards to your exact needs. Key features include the ability to generate reports and administrative systems, the ability to create automatic visualization, and the ability to automatically document your systems and backend infrastructure.

- » **Backup & Restore:** Products in this category help create a duplicate copy of data and securely store it either on the cloud or in an external device. In the event of an unexpected data loss or if data gets corrupted, infected or accidentally deleted, the software helps recover the lost data or restore it to its original condition. Cloud based backup & restore software backs up files automatically as the user works on them. For instance, when you add texts, images, videos, or make color edits to your files, the software automatically backs up all changes on the cloud, so you can restore the latest version of your files, should you lose your original data. More advanced features include verified recoverability, high-speed recovery, disaster recovery, multi-destination support, and the ability to secure file sharing on the go.
- » **Blog Authoring & Plugins:** This type of software allows SMEs to create, publish and update their own blog, often for content marketing or inbound marketing purposes. These products typically provide a number of design template options; some even offer customizable design templates. Depending on your blogging goals, you may need a blog authoring software for sharing your social media posts, newsletters, articles or one that is more suitable for creating and publishing presentations, white papers, magazines, case studies, and reports. Some important features to consider include drag & drop visual editors, the ability to publish content in different categories, the ability to communicate with team members, and how easily you can add text, graphs, charts, videos, images, etc.
- » **Bug Tracking:** Bug tracking software is an IT & Security subcategory that focuses on keeping a record of reported bugs in software development projects. Most bug tracking software platforms have extensive databases which record detailed information about bugs. Furthermore, bug tracking software can often be integrated into other software project management applications, such as Slack. This section allows you to compare multiple bug tracking software platforms in terms of functionality, complexity and other features relevant to the niche.
- » **CMS:** CMS software makes creating and managing digital content easier for businesses. You can use products in this category for both enterprise content management and web content management. These products also make site maintenance easier. Anyone from your team can update product pages, make changes in site designs, remove outdated content, add new posts, and edit existing content, with no knowledge of coding required. Some important features to consider when choosing a content management system include custom URLs for SEO benefits, the ability to track article performance, integrated link management, the ability to post content in multiple categories, community support, and the overall ease of use.
- » **Code Editors:** A code editor is a type of text editor specially designed for writing and editing source code of software applications. Unlike a basic text editor, a code editor provides reference to other components within the program, enabling the programmer to improve or automate code editing for quicker and better results. Key features to look for include syntax highlighting, code formatting, error detection, auto-indentation, an integrated development environment, the ability to isolate bugs, and the ability to write code with others in real time.
- » **Code Repository:** A code repository is where snippets and patches of source code for software programs are archived in an organized way. Codes stored in a code repository can be retrieved easily in the future. You'll find different code repository hosts for open source software projects, single developers and multi developer projects. Products in this category often support release management, version control, mailing lists, bug tracking, and wiki-based documentation. Some code repository software products require users to state the reasons for every commit. The software sends you email notifications when someone updates your repositories.



- » **Data Security:** Cyber and data security software helps businesses prevent any unauthorized access to their systems. These products also provide protection against data corruption and help organizations protect their critical assets, including intellectual property and customer information. In the long run, this helps build trust and credibility and enhance brand reputation. Data encryption or turning data into an unreadable form for unauthorized users is a common technique used for ensuring data security. Other techniques include use of authentication, and adding https (SSL) encryption to a website. Different data security products come with different features. For instance, some products help perform real-time checks from anywhere, while others offer disaster recovery and data migration services. Other features to look for include cloud storage facilities, and the ability to secure communication and file transfers.
- » **Development Tools:** Software developers or programmers use these tools for creating, modifying, debugging or maintaining software products. Depending on the purpose they serve, software development tools can be categorized into different segments. For instance, tools usually come with a compiler and a linker that help turn human readable code into machine readable instructions. Other types of development tools include debuggers, profilers, source control tools, testing tools, integration tools, performance analysts, and GUI builders. Some important things to consider when choosing programming tools include company standards, training requirements for using the tool, integration features, and whether the tools are readily applicable to your environment.
- » **Domains and Hosting:** Web hosting is a solution that provides space for a website on the internet, while domain names refer to a website's internet addresses. Choosing the right hosting solution is critical to a site's success. The right hosting solution helps load a website faster, automatically backs up important files and restores them later on, keeps your website account secure, maintains domain privacy, provides quick support when server errors occur or any SSL issues arise. For instance, some hosting software products send alerts when they suspect a service interruption, so you can plan accordingly.
- » **Easy Website Builders:** These products help create and launch a website easily and quickly. They offer an ideal solution for business owners or professionals who want to get started quickly, with no knowledge of coding required. Key software features of easy website builders include drag-and-drop content widgets, the ability to monitor website traffic from a dashboard, the ability to add custom features, design templates and themes, background images and content management systems. Some products even allow you to build corporate sites, mobile applications, news websites, and government applications.
- » **eCommerce solutions:** Different types of eCommerce solutions are suitable for different types of businesses. Some common types include enterprise, hosted and open source solutions. Key features of eCommerce software usually focus on product catalogs, ordering systems, payment options, and customer management. While any eCommerce software lets you create and manage a product catalog, some solutions come with advanced features like the ability to list related products, the ability to customize a product with personal images and the ability to generate coupon codes. You need to decide what features you need. Some key points to consider are scalability, whether the platform can grow with your organization, whether the software seamlessly integrates with other applications, reporting and analysis features or whether the software has adequate features to monitor sales and analyze customer behavior. You may also want to consider security features, responsive design options, user experience, the user interface and the customer support system.

- » **Electronic Data Interchange:** These products usually help transfer important business files from one computer system to another. Global business partners often use electronic data interchange software to exchange business documents electronically. This saves time and costs of file transfer and helps eliminate costly human errors. You'll also find products specially designed to ensure seamless integration between suppliers and manufacturers.
- » **IaaS:** Infrastructure as a Service provides infrastructure support, including server, storage, networking resources, and data center space, in the cloud. Software products in the IaaS category help organizations reduce infrastructure costs, perform tests and develop faster, and thus speed up time-to-market. IaaS software offers highly scalable infrastructure solutions, enabling you to respond to market demands more quickly. These products also provide a cost-effective solution to disaster recovery. Some other features include website hosting capability, big data analysis, and the ability to develop web apps faster.
- » **IT Service Management (ITSM):** Broadly, IT service management refers to the way in which IT services are planned and delivered to end users within an organization. This software category covers a wide range of products, with different products focusing on different aspects of ITSM, such as, change management, incident management, knowledge management, and release management. For instance, products focused on incident management help deal with unexpected service interruption issues. There are ITSM software products that help implement ITIL best practices, and the ones that help manage customer support of multiple companies from a single dashboard while also keeping isolation between the different companies. Other notable features include the ability to handle changes in IT infrastructure, the ability to automate ticketing, and the ability to automatically track software availability in an organization.
- » **Legacy Modernization:** Legacy (or "Software") Modernization software provides the tools for companies to convert, re-write or port their legacy systems into modern, more flexible computer programming languages and protocols. This helps businesses to reduce the costs and constraints of legacy systems, and increases their agility through more flexible technical systems. Legacy Modernization is a highly strategic form of "future-proofing" but is also often a lengthy and difficult process. Accordingly, software within this space aims to automate and streamline the process whilst maintaining high accuracy.
- » **Localization:** Companies targeting new markets often need to localize their software products or website to make those useable for local customers. This often requires translating a product's user interface to a local language and adapting the product to the cultural and legal requirements of the target market. Software products in this category help take the hassle out of localization by automating tedious translation tasks and by streamlining process communication. This helps overcome cultural and linguistic barriers and reduces time to market for fast expanding companies. More advanced products integrate localization into the product development process, rather than viewing it as an additional task. Some products automatically notify the translators whenever any changes are made to a project.
- » **Machine Learning:** Machine Learning is a major driving force behind the intelligent analytics packages that are increasingly essential to modern business. Machine Learning algorithms or platforms learn iteratively from the data sets and can find new insights without being explicitly programmed where to look. This enables computers to create increasingly "smart" insights, predictions and decisions. Business ML solutions focus on creating new & higher value out of BI to improve efficiency and effectiveness.

- » **Managed Service Providers (MSP):** Software products in this category take the workload off your internal IT department by providing network management, applications management and a host of other e-management services on a proactive basis. Depending on your requirement, you can use a product that helps handle quotes and proposals or one that provides file management services. Key software features of a product vary depending on what services they offer. For instance, managed service provider for system administration management may help you set up AD integrated scanning, automatically detect the issues affecting your system administration and fix those before you even know they existed. In addition to proactive support, managed service providers benefit organizations by providing them with a robust infrastructure on demand, and a service level agreement that guarantees quality service.
- » **Marketplaces:** Marketplaces offer a range of solutions for businesses of all sizes. For instance, some products in this category may help you find royalty free images, while you'll also find marketplace software that provides tools to build flash and Unity 3D projects. Marketplaces for starting a website on multiple platforms or ones that help you hire a marketing partner are also available.
- » **Middleware:** Middleware software allows two separate software applications to interact and share data. Middleware could also act as a software layer between an application and an operating system. This type of software usually supports distributed systems and facilitates messaging services, making application development easier for programmers. Middleware does not disclose the complex nature of distributed applications, and provides the uniform, high-end interfaces necessary for making applications reusable and interoperable. Features of Middleware software typically focus on transaction management, API management and messaging.
- » **Mockups & Prototyping:** Creating mockups and prototypes is an essential part of any application development process. Prototypes help set clear expectations for a project and save time and money by avoiding costly reworks. You can also use mockups or prototypes when pitching an idea to investors. Software products in this category provide the necessary tools to build wireframes, mockups, and prototypes. These include tools to create diagrams, flowcharts, images and tools to add colors, logos, and text. Key features of these products revolve around drag-and-drop widgets, libraries of design templates, testing tools, the ability to design with others in real time and the ability to share prototypes with team members and get feedback from them.
- » **Network Management:** With increasing network complexity, most organizations today are shifting from manual to automated network management. Software products for network management help save time and money on network monitoring, performance management, fault analysis, and service quality maintenance. There are different types of products to suit different requirements. For instance, some products are designed for network device monitoring; some are more suitable for WiFi management. Products in this category usually monitor network components, send alerts and notifications, identify performance issues and fix them quickly.

- » **Password Management:** These products help individuals, SMEs and large organizations organize, backup, and remember passwords and login credentials of their online accounts. Password management software typically prompts users to create a master password that gives them access to their complete password information. With no fear of forgetting important passwords, now you can set a unique, strong password for every online account, which helps avoid password reuse, protects against cyber theft, safeguards sensitive business information, and secures customer data. Some products even allow you to log in to your account with only one click and to logout remotely. Other advanced features include automatic form filling, two-factor authentication, role based access control, and the ability to securely share passwords with others.
- » **Platform as a Service (PAAS):** This group of software provides a platform to build and manage applications in the cloud, without having to download or install any in-house software applications that are typically required for app development. This helps businesses reduce cost by eliminating server and storage overheads, makes managing software updates easier, and enables even beginners to develop applications. Companies across a wide range of industries can use Platform-as-a-Service to develop applications useful for their business. For instance, PAAS for financial institutions can be used to develop applications for internet banking, currency exchange, mobile banking and money transfer. Key features to look for include storage utilization, centralized access control, volume management, maximum uptime, and the frequency of security updates.
- » **SaaS & Subscription Management:** This type of software helps businesses plan and manage subscriptions and collect recurring payments from customers. These products are often used to bill customers automatically, to send and manage invoices and to store customer information and payment data for future use. More advanced software helps add new subscription plans, issue refunds and credits, manage upgrades, downgrades and cancellations, track transaction failures, notify customers about failed transactions and billing errors, generate coupon codes and offer discounts, support multiple payment methods and seamlessly integrates with other applications. Some important factors to consider when choosing SaaS & subscription management software include scalability, accessibility, and the vendor's customer support system.
- » **Shopping Cart:** Shopping cart software typically allows visitors to an eCommerce store to select products, place orders, and make payments. However, most software products in this category nowadays do more than just accepting payments and collecting shipping addresses from customers. Almost all modern programs can calculate shipping charges on the basis of total billing amounts, number of items ordered, shipping destination and weight of the products. Some shopping carts even calculate taxes based on the buyer's ZIP code. More advanced features include identifying repeat customers, allowing customers to check order histories and current order status, promoting products through social media and the ability to create, maintain and update product databases.
- » **Single Sign-On (SSO):** Organizations using multiple applications often see their IT professionals struggling to remember passwords for software applications they use. Single sign-on (SSO) resolves this issue by allowing them access to all applications with only one set of login credentials. Software products in this category help make life easier for those using multiple applications, save time, and allow professionals to focus on their core tasks without interruption. Factors to consider when choosing SSO software include ease of use, whether an integration is readily available for your current system, and whether it supports multi-factor authentication.

- » **Site Search & Web Forms:** Site search software helps improve search experience on a website by allowing visitors to conduct quick searches from a single search box. More advanced products allow visitors to search in multiple languages and provide relevant results in milliseconds. On the other hand, web form builder software helps create different types of online forms, including sign up forms, contact forms, surveys, feedback forms, and registration forms. Most web form builders feature drag-and-drop components and multiple design templates; while some products even allow you to create responsive designs and custom fields.
- » **System Administration:** Software solutions in this space aim to maintain, configure and ensure smooth-running of computer systems in a multi-user environment. The software automates a number of system administration tasks, such as, monitoring system health periodically, allocating disk space, managing user accounts, performing security checks and backups, scanning servers and proactively resolving any issues that might hamper day-to-day operations. Key features include the ability to automate multi-server setups, the ability to manage servers from mobile devices, monitoring and resolving memory and network issues, as well as reporting any suspicious login activities. Most programs come with scripted instructions, while more advanced system administration software allows you to add custom scripts and store them in the system for future use.
- » **Testing:** This category covers a wide range of software tools for mobile app testing, software testing, and web testing, among others. Performing a test on an application helps organizations find out whether the application performs as expected. Different types of testing software are available, including products designed for testing a specific function and ones for performing a range of different tests. Typically, mobile and web applications are tested for functionality, usability, browser compatibility, and Operating System compatibility. On the other hand, software testing tools help test a product's integration capability, functionality, regression and fault tolerance levels. You'll also find dedicated tools for cross-browser testing, accessibility testing, and security testing.
- » **UI & UX:** Software products in this category help design or improve user interfaces (UI) and/or user experience (UX) of a software application or website. Features of UI software typically focus on improving the front-end view of a software product, with which the user interacts to be able to use the product. Examples of user interface elements include cursor, menus, tabs, icons, dialog boxes, application windows, check-boxes, etc. On the other hand, UX software aims to improve the user's overall experience of using a product. A good user experience tool is one that helps improve usability and accessibility of a software application or website. In this software category, you'll find products that help you search for and download the top UI element designs or products that give users guidance on how to operate a complex software program.
- » **User Identity & Access:** With organizations increasingly adopting mobile applications and cloud services, the need for user identity and access management has never been more urgent. Software products for managing user identity cater to this need by allowing the right individual access to the right information at the right time. Products in this category not only help improve your security profile, but simplify reporting and auditing, reduces IT costs, and make accessing applications easier for authorized users. Key features of these products include multi-factor authentication, dynamic password management, access control, single sign-on, and the ability to instantly disable access.

» **Virtual Desktop Infrastructure (VDI)**: This group of software helps organizations create, use, and manage virtual desktops. Virtual desktop infrastructure helps SMEs save money by skipping workstation hardware upgrades, because even basic-level computers can be used to run virtual desktops. Also, it eliminates the possibility of data loss due to physical theft of laptops/PCs, because all the data remains secure on a central server in a data center. Products in this category aim to provide a secure work environment and features centralized management. Advanced products typically feature the ability to support a mobile workforce and a range of virtual machine monitors (VMMs). Other features to consider include ease of use and the ability to provide technical support to remote computers.



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