

**BENCHMARK OF E-COMMERCE SOLUTIONS**

Because of its size and content, the table is not responsive. If you read it on your mobile phone or if the display is incorrect, [click here](#) to download the picture.

The table is quite easy to read: the more stars, the better!

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Positioning	WebSphere Commerce	Oracle Commerce	Hybris	Demandware	Intershop	Magento (2)	VirtueMart	Oxid eSales	Shopware	OpenCart	Drupal Commerce	Prestashop	Zen Cart	WooCommerce
Turnover to consider the solution ( On premise / SaaS )	> \$ 10 M / \$2 M	> \$ 10 M / \$1 M	> \$5 M	> \$3 M	> \$1 M	> \$500 K	> \$200 K	> \$500 K	From 0+	From 0+	> \$200 K	From 0+	From 0+	0 - \$500 K
Current market settlement	Tier 1 - 2	Tier 1	Tier 2	Tier 2	Tier 1 - 3	Tier 2 - 3	Tier 4	Tier 3 - 4	Tier 3 - 4	Tier 4	Tier 3	Tier 4	Tier 4	Tier 4
Editor direction	Tier 1 - 3	Tier 1 - 3	Tier 1 - 3	Tier 1 - 3	Tier 2 - 3	Tier 2	Tier 3 - 4	Tier 2 - 3	Tier 3	Tier 3 - 4	Tier 2	Tier 3	Tier 4	Tier 4
Profile (B2C, B2B)	B2C / B2B	B2C / B2B	B2C / B2B	B2C	B2C / B2B	B2C	B2C	B2C	B2C	B2C	B2C	B2C	B2C	B2C
Opensource	No, Java	No, Java & SaaS	No, Java	No, Java & SaaS	No, Java	CE Yes / EE No (both PHP)	Yes, PHP	Yes, PHP	Yes, PHP	Yes, PHP	Yes, PHP	Yes, PHP	Yes, PHP	Yes, PHP
Editor emphasis	Marketing tools	Personnalization	PIM	Personalization	Experience	Versatility	CMS	Performance	Customer Service	Extensions	CMS	Simplicity	Community	Costs
Editor emphasis	Cross Commerce	Merchandising	Omnichannel	Simplicity	Scalability	Community	Simplicity	Scalability	CMS	Community	Community	Costs	Features	Easy setup
Editor emphasis	Personnalization	Experience in Tier 1	Customer engagement	All-in-one business model	B2B	Costs	Community	Easy upgrade	EProduct showcasing	Costs	Modularity	Community	Costs	Easily extendable
We are impressed by	Marketing tools & demo store	Navigation & backoffice	Progresses	Fits most retailers needs	Code generator	Ecosystem	Templating system	Upgrade system	CMS	Number of extensions	CMS	The rebound	Not much	The adoption rate
We are sceptical about	Adoption and communication	Project timings, costs	"Variable" pricing	Profitability	Ability to come back	Magento 2 adoption speed	Evolution pace	Ambition of the solution	Internationalization	For good developpers	Their future	Cash generation	Their future	Speed, security, feature list
Min budget to create site ( On premise / SaaS )	\$ 300 K / \$ 80 K	\$ 500 K / \$ 200 K	\$ 250 K / \$ 100 K	\$ 50 K	\$ 100 K	\$ 35 K	\$ 10 K	\$ 50 K	\$ 10 K	\$ 10 K	\$ 20 K	\$ 10 K	\$ 5 K	\$ 0 K
General KPI	WebSphere Commerce	Oracle Commerce	Hybris	Demandware	Intershop	Magento (2)	VirtueMart	Oxid eSales	Shopware	OpenCart	Drupal Commerce	Prestashop	Zen Cart	WooCommerce
Cost of the solution (license, integration, hosting) ( On premise / SaaS )	★★★ / ★★★★★	★ / ★★★★★	★★★★ / ★★★★★	★★★	★★★★	★★★	★★★★	★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Progressiveness and / or flexibility of liveness / rental billing	★★★★	★★	★★★★	★★★★★	★★★★	★★★	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Time to market ( On premise / SaaS )	★ / ★★	★ / ★★	★ / ★★	★★★★	★★★★	★☆☆ / ?	★★★★	★★★★★	★★★★★	★★★★	★★★★	★★★★★	★★★★	★★★★★
Variety/Quality of demo shops to adapt to a specific use (apart from std demostore)	★★★★	★★★	★★★★★	★★★	★★★★	★★	N/A	★★★	★★★	N/A	★★★★	★★★	N/A	★★★★
Basic marketing capabilities (promotion engine, coupon, gift card, etc.)	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★	★★★	★★★	★★★★	★★★	★★	★★★★	★★★	★
Level of navigation & Faceted catalog presentation (multi-stores/multilingual/etc.)	★★★★	★★★★★	★★★★★	★★★★	★★★★	★★★★	★★★	★★★★★	★★★	★★★	★★★	★★★	★★★	★
Eco-system (community, partners, integrators, forums, etc.)	★★★	★	★★★	★★	★★★	★★★★★	★★★★	★★★ (DE only)	★★★★★ (DE only)	★★★★	★★★★	★★★★★	★★★	★★★★★
Backoffice friendliness & ease of use	★★★★	★★★★★	★★★★	★★★	★★★	★★★	★★★★	★★★	★★★★	★★★	★★★★	★★★★	★	★★★★
Technical KPI	WebSphere Commerce	Oracle Commerce	Hybris	Demandware	Intershop	Magento (2)	VirtueMart	Oxid eSales	Shopware	OpenCart	Drupal Commerce	Prestashop	Zen Cart	WooCommerce
Complexity of custom development to extend the system	★★	★	★★★	★★★★	★★★★★	★★★	★★★★	★★★★	★★★★	★★★	★★★	★★★★★	★★★★	★★★★
Number of third party softwares / extensions / services available	★★	★★	★★★	★★★★	★★★	★★★★★	★★	★★★★	★★★★	★★★★	★★	★★★★★	★	★★★★★
Number of complementary product / services from the Editor	★★★★★	★★★★★	★★★★	★★★	★★★★	★★★	★	★★★	★★	★	★★	★★★	★	★★
Front office scalability & performances (page load time)	★★★★	★★★	★★★★★	★★★★★	★★★★★	★☆☆ / ★★★★★	★★★	★★★★	★★★★	★★★★★	★★★★	★★★	★★	★★
Speed of the Back Office & scalability (number of simultaneous users)	★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★	★★★	★★★★	★★★★	★★★	★★★	★★★	★★	★★★
Native CMS capabilities	★★★★	★★★★	★★★★	★★★★	★★★★	★	★★★★★	★★★	★★★★★	★★	★★★★★	★★★	★	★★★★
Native Webservice / API capabilities (Interfacing with third party products, like ERP or Logistics)	★★★★★	★★★★	★★★★★	★★★★	★★★★	★	★	★★★	★★★	★	★★	★★★★	★	★
B2C Feature list (default, without add-ons or side programs)	★★★★★	★★★★★	★★★★★	★★★★★	★★★★	★☆☆ / ★★★★★	★★★	★★★	★★★	★★★	★★	★★★★	★★	★★
Mobile (Native App, Hybrid App, Responsive design)	★★★★★	★★★★	★★★★★	★★★★★	★★★★★	★★★	★	★★★	★★★★	★	★★★	★★★★	★	★★★★
Advanced features KPI	WebSphere Commerce	Oracle Commerce	Hybris	Demandware	Intershop	Magento (2)	VirtueMart	Oxid eSales	Shopware	OpenCart	Drupal Commerce	Prestashop	Zen Cart	WooCommerce
Advanced searchandising & user personalization capabilities	★★★★★	★★★★★	★★★★★	★★★★	★★★★	★★	★★	★★	★★	★★	★★★	★★	★	★
Multi / cross / Omni channel capabilities	★★★★★	★★★★	★★★★★	★★★★	★★★★	★★	★	★★	★★	★	★	★★	★	★
Native advanced catalog management (PIM, multi catalog, attributes, bundles, etc.)	★★★★	★★★★★	★★★★★	★★★	★★★★	★★	★	★	★★	★	★	★★★	★	★
Integrated or natively interfaced OMS (order management system)	★★★★★	★★★★	★★★★	★★★	★★★★	★★★	★	★	★	★	★	★	★	★
Advanced marketing tools (adaptive marketing, dynamic navigation tunnels, etc.)	★★★★★	★★★★	★★★★★	★★★★★	★★★★	★★★	★	★★	★★	★	★★	★★	★	★
Native B2B capabilities	★★★★	★★★★	★★★★	★	★★★★★	★★★	★★	★★★	★★	★★	★	★	★	N/A