

PROJECT 2

ENT Nav Discovery

Overview Pages Competitor Research

R1


[CD-5114](#)

Nov 2, 2022

UX Designer
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COMPETITORS

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SAAS COMPANIES

	18	Navigation +Takeaways
.....		
	19	Navigation +Takeaways
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High-Res Images

Research Background: Why we need this

This overview of research is a part of Enterprise Navigation. We want to have segmentation research only focus on the overview pages. We need to understand and find best practices to add this from our competitors' and SaaS companies. Also, by comparing and learning from them, we will get better solutions and inspiration in our system.

UX Research Goal: What we can get

- Review our position by comparing and analyzing other competitors' overview pages
 - Find the best labels and contents if we have them
 - Help users find what they are looking for quickly and easily
 - Expect a significant increase in traffic to our Enterprise site
-

Research Principles on UX View Point: Find what "they" have and what we don't

Overview	Comparison Charts
	Structure
	Visual Style
	Label

Overview Happy Path:

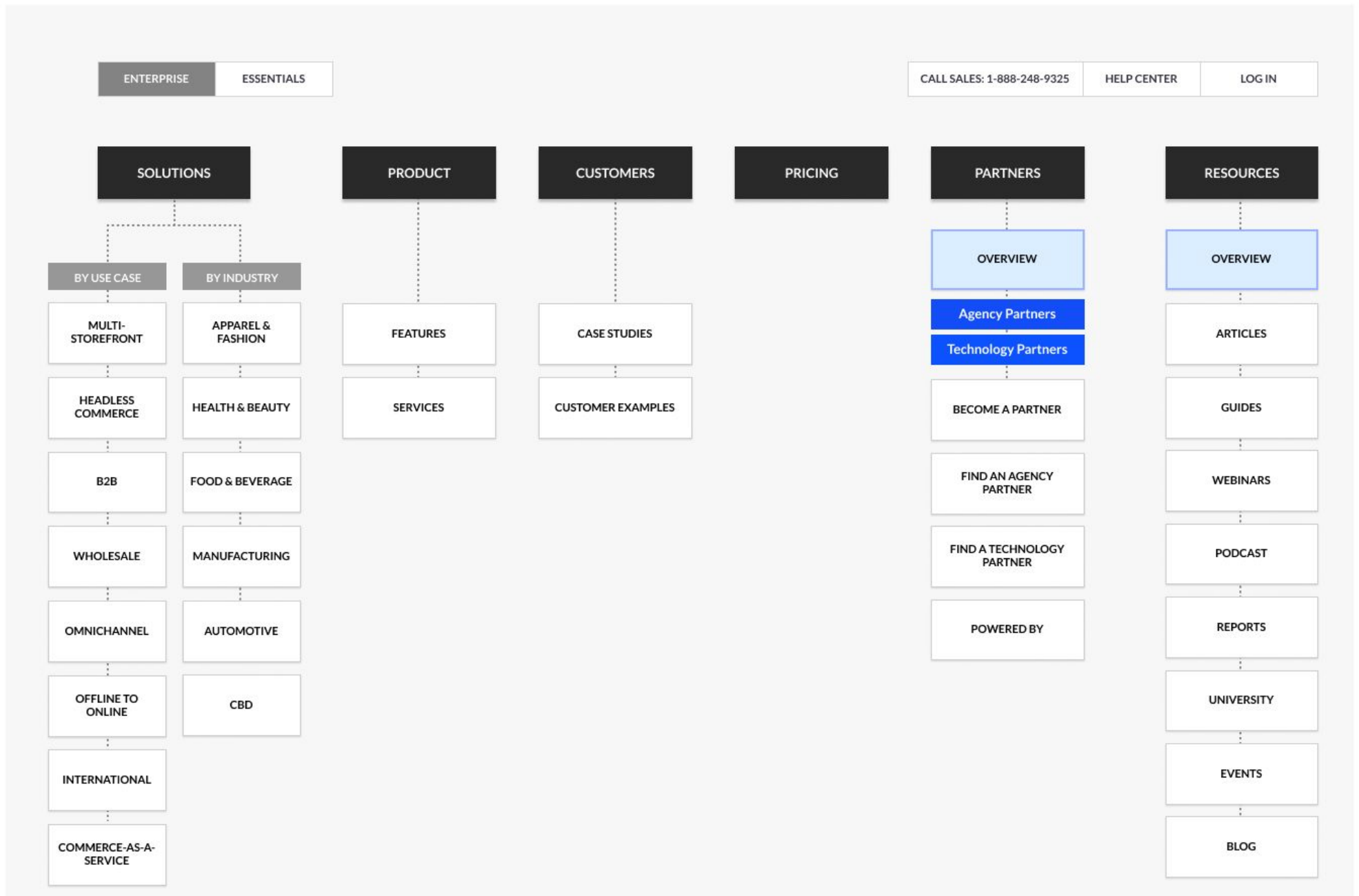
Planning for the happy path is one of the best ways to start designing overview pages because those are one-stop shops and briefly provide general information about the features, products and more for users.

Overview Benefits








The overview pages have numerous benefits, including improved customer loyalty, usability, and engagement. Also these overview pages help our users find the best solutions or products.

Overview Attention Point:

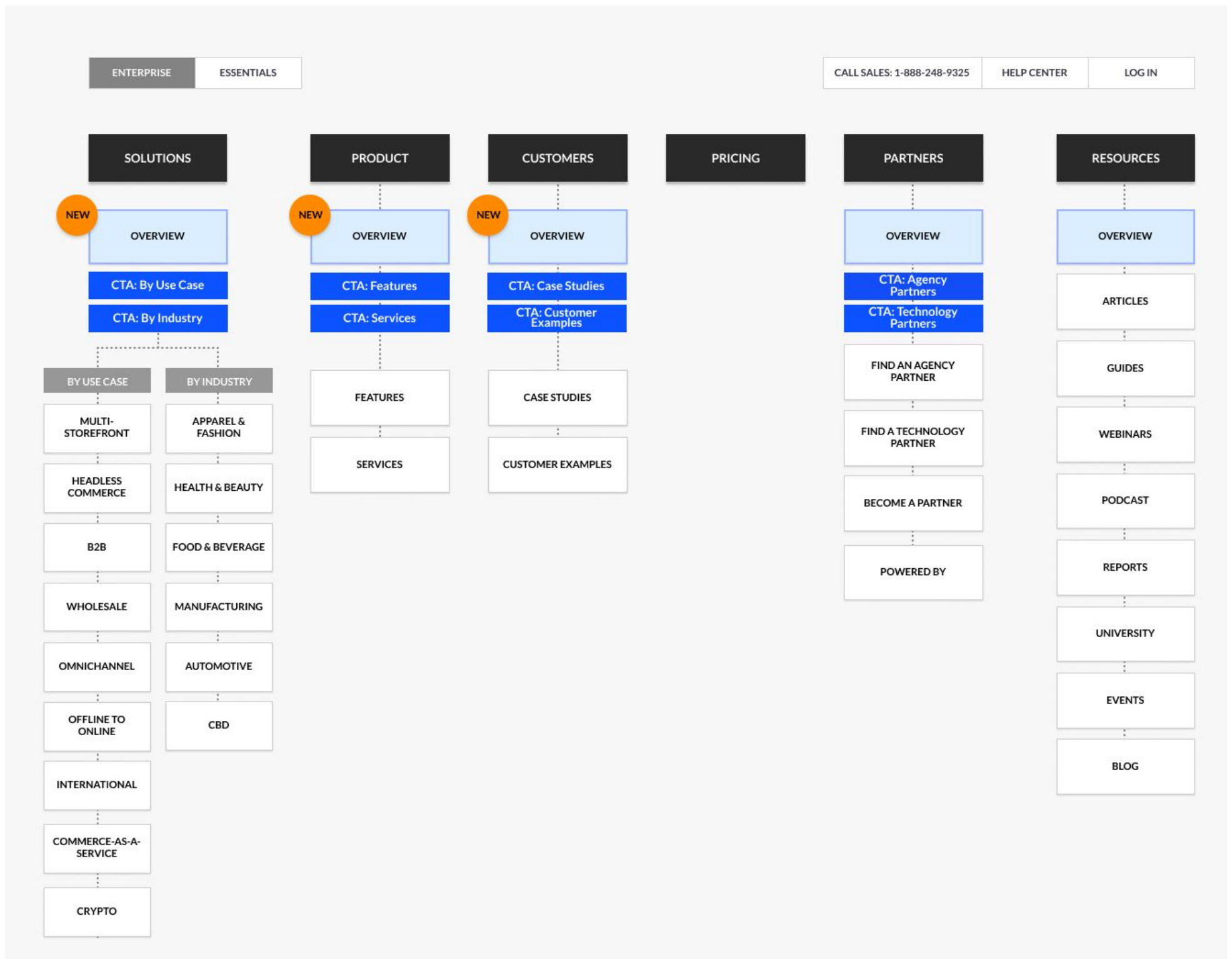
It should be on the right track to providing just enough information but consider the minimum amount of information our users need to accomplish their task to be on the right track.



Competitor Comparison Charts

	 Site	 Site	 Site	 Site	 Site	 Site	 Site
	COMPETITORS					SAAS COMPANIES	
Overview Page	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Including All Overview pages	No	No	No	N/A	No	No	No
Overview Labels	Partners: Overview Resources: Overview	Sell: Sell everywhere Manage: Manage complexity Integrate: Integrate systems Platform: Shopify Plus platform	Features & Benefits: See all features See all benefits Pricing: Pricing & Packing Resources: All resources Partners	Commerce Cloud: Overview	PRODUCTS Commercetools Portfolio: Overview Technology: Overview March Architecture: Overview PARTNER Find Partner: Overview	PRODUCTS For Accountants: Overview Solutions For Educations: Overview SUPPORT AND BLOGS Product Supports: Overview Partners: Overview	Features & Benefits: See all features See all benefits Pricing: Pricing & Packing Resources: All resources Partners
Other Singularities	N/A	Visually clarify to distinguish between overview and other menus	Use the button instead of the menu list for overview pages Overview breadcrumb navigation	Only one overview on side nav	N/A	Mega navigation Good showcase of how they handle several products	Use the button instead of the menu list for overview pages

Overview Structure Recommendation



Considerations

CONSISTENCY CONTENTS

Similar experience to
explore all contents

USER'S HAPPY PATH

Provide the short cut to find what
user needs quickly

NOT OVERWHELMING

Keep users from getting overloaded with
too much information

ONE-STOP SHOPS

Keep in mind we want to save
user's time

Solutions Overview

Ecommerce solutions built for you

Whether you're searching for cutting-edge tactics to grow your brand or looking to stand out from your industry's competition, we have a variety of solutions to elevate businesses of all sizes.

Value Prop here...Lorem ipsum dolor sit amet prom patli percipit.

Export at 1094w

By use case

Headless Commerce	B2B	Wholesale
Export at 1094w	Export at 1094w	Export at 1094w
Multi-Channel	Multi-Channel	Multi-Channel
Export at 1094w	Export at 1094w	Export at 1094w

By industry

Apparel & Fashion	Food & Beverage	Manufacturing
Export at 1094w	Export at 1094w	Export at 1094w
Apparel & Fashion	Food & Beverage	Manufacturing
Export at 1094w	Export at 1094w	Export at 1094w

Product Overview

Discover the BigCommerce product

Our innovative and versatile features paired with our personalized service offerings make building a better online brand a breeze.

Features

Create a robust, differentiated commerce experience without compromising security, stability or scalability. The openness and power of the BigCommerce platform empower you to focus on optimizing your business for growth.

Services

BigCommerce is more than a technology platform — it's backed by a team of commerce experts driven to see your business maximize success from one stage of growth to the next, providing the strategic support and tools to get you there.

Value Prop here...Lorem ipsum dolor sit amet prom patli percipit.

Export at 1094w

Bigger than you need right now? Start with BigCommerce Essentials.

Customers Overview

Explore customer stories

We love watching our customers succeed. Browse our case studies to see how customers have grown using BigCommerce, or explore real-life examples of customer stories.

Featured Case Studies

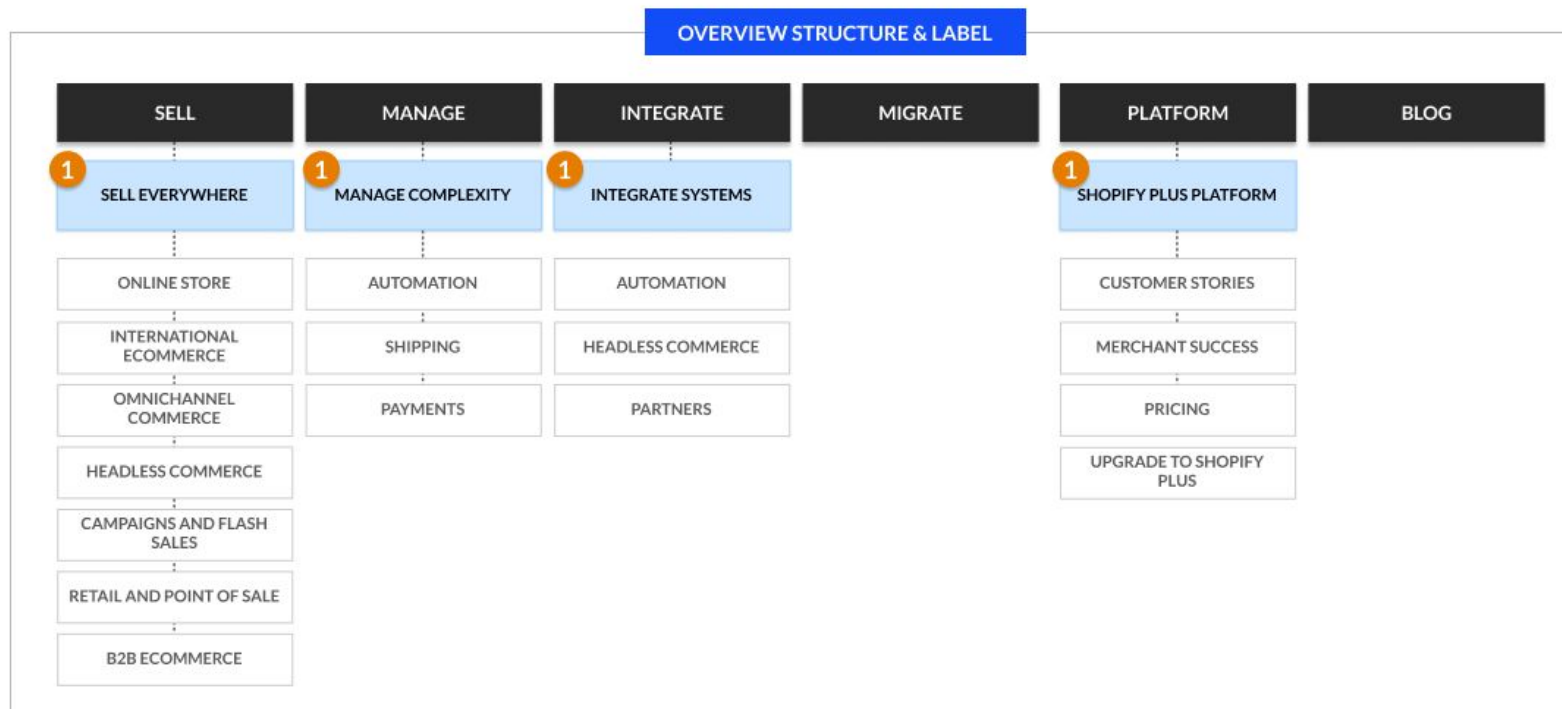
TYROS (TBD)	Tradibik (TBD)	Pengo Bikes (TBD)
Export at 1094w	Export at 1094w	Export at 1094w

Featured Customer Examples

Americas Leather (TBD)	Anchor & Crow (TBD)	Answering Surfboards (TBD)
Export at 1094w	Export at 1094w	Export at 1094w

Bigger than you need right now? Start with BigCommerce Essentials.

[High-Res Images](#)



Takeaways:

1. Overview pages.
2. Using different labels for overview.
 - Sell everywhere
 - Manage complexity
 - Integrate systems
 - Shopify Plus platform

SELL < SELL EVERYWHERE

Sell faster. Sell better. Sell more.

Sell out in seconds, in person, online, on any screen. Sell well.

Learn more

FASHION NOVA staples KYLIE JEB HENRI HEINZ STEVE MAZDEN

Make the sale. Keep the customer.

Turn your \$100,000 into a powerful sales engine with advanced features to increase conversion and customer retention.

- ✓ Boost average order value with automated, personalized promotions and custom checkout
- ✓ Make it easy to pay with local and one tap checkout, and digital wallets
- ✓ Reward customers with personalized shipping rates, recommendations through automation tools
- ✓ Give customers flexible purchase subscriptions, try before you buy

30%

Higher conversion with A/B, 3D, and product videos

20%

Higher average order value with Shopify Functions

JUNGALOW

Jungalow improved conversion by 12%, sales by 61%, and customer retention by 26.5%.

Shopify Functions

Smart ad spend

Reach high intent customers—at a lower cost.

Find new customers with digital ads to get more expensive and less effective every day. Shopify Audiences helps you find buyers actively looking for products like yours.

- ✓ Decrease conversion costs with funnel targeting
- ✓ Drive more acquisition with lookalike and retargeting
- ✓ Export audiences to major ad platforms and Instagram
- ✓ Get accurate ad attribution and reporting right within Shopify

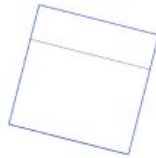
BUBS NATURAL

Shopify Audiences has helped us reach confidence with top-of-funnel ads and to reach qualified buyers with ad spend as high as 3x.

12 Partners
Co-founder, BUBS Natural

Curate every step of the experience.

- ✓ Meet customers with enhanced merchandising through A/B and 3D product videos
- ✓ Create custom storefronts with [headless commerce](#), Shopify APIs, and [Shopify Plus Partners](#)
- ✓ Ship products from Canada and the U.S. around the world with [Shopify Fulfillment Network](#)
- ✓ Understand your customer segments and buyer behavior with built-in data and analytics



Ease into new markets and regions.

- ✓ Unify your online and [retail](#) sales on one platform
- ✓ Find new customers across [20+ channels](#) and marketplaces
- ✓ Modernize your B2B and [wholesale](#) business with native orders
- ✓ Expand into new regions with localized [global commerce](#) tools



It was the perfect combination of bringing all our channels together, as well as the cost being exactly what we needed.

Berly Hawk
Head of Digital Marketing, CallPacer

Speed and performance

Give shoppers the best checkout on the internet.

- ✓ 10,070 peak checkouts per minute across Shopify
- ✓ 60% faster checkout with Shop Pay
- ✓ Level 1 PCI DSS and SOC2 certified
- ✓ Built-in fraud analysis and bot mitigation



Reckitt Benckiser

Speed and agility aren't words that typically describe enterprise companies. Shopify Plus enables us to move fast, add enhancements, and operate more like a startup.

Michael Rozalis
Head of DTC Commerce, Reckitt Benckiser

Create the culture of commerce. Industry by industry.

Find out how Shopify Plus can help you change your industry, no matter what you sell.

- Sell beauty and cosmetics
- Sell consumer electronics
- Sell fashion and apparel
- Sell food and beverages
- Sell home furnishings

MANAGE < MANAGE COMPLEXITY

Manage the business. Not just the store.

Running a successful brand is enough work. Your commerce software should be the easy part.

Learn more

Spend less time. Get more done.

Let your team focus on the work that counts. Automate the rest.

- ✓ Build custom capabilities that grow
- ✓ Turn manual tasks into automation across all your stores
- ✓ Take the stress out of tax
- ✓ Add custom discounts, rates to your checkout

22M

Hours saved by Shopify Plus brands using Shopify Flow

20%

Higher average order value with automated promotions from Shopify Functions

SCANDINAVIAN DESIGNS FURNITURE

The more you automate with the more money a business can allow us to run three Shopify without hiring an employee for

Julio Giannotti
Vice Manager, Scandinavian Designs

Reporting and analytics

Get the full picture of your business.

See your performance across channels, regions, and segments so you can predict demand and set goals.

- ✓ Analyze key metrics with built-in insights and reports across your business
- ✓ View data from your entire tech stack right in Shopify through Shopify APIs and SOAs
- ✓ Understand customer segments and buyer behavior for targeted marketing and cross-selling



Shopify Plus puts me in a position of knowledge over what's going to be next. And halfway across the world, from my pocket.

Hamid Salehman
Co-founder, Jolly Roger

Global operations

Run online, retail, and B2B in one place.

Centralize every part of your business on one platform.

- ✓ Create new stores in minutes, and manage your global business in one place
- ✓ Ship products from Canada and the U.S. around the world with [Shopify Fulfillment Network](#)
- ✓ Manage inventory across all your locations so you never run out of stock
- ✓ Sync your online B2B and DTC products, customers, and payments on one platform

Good Growth

Shopify Plus offers an out-of-the-box solution that could be tailored to our needs, as well as proven reliability, which is critical for establishing customer confidence.

Sarah Zohar
Client Success Director, Good Growth

Customer data

Own your data. Own your brand.

Take control over your customer relationship from end to end. Then with your customer's loyalty with targeted marketing, merchandising, and discounts made just for them through Shopify Functions.



Work only with the best.

Whatever your business needs, there's a partner for that. Shopify Plus Certified Apps and Partners build custom solutions that scale with the biggest brands in the world.

Find a [Shopify Plus Partner](#)

hismile

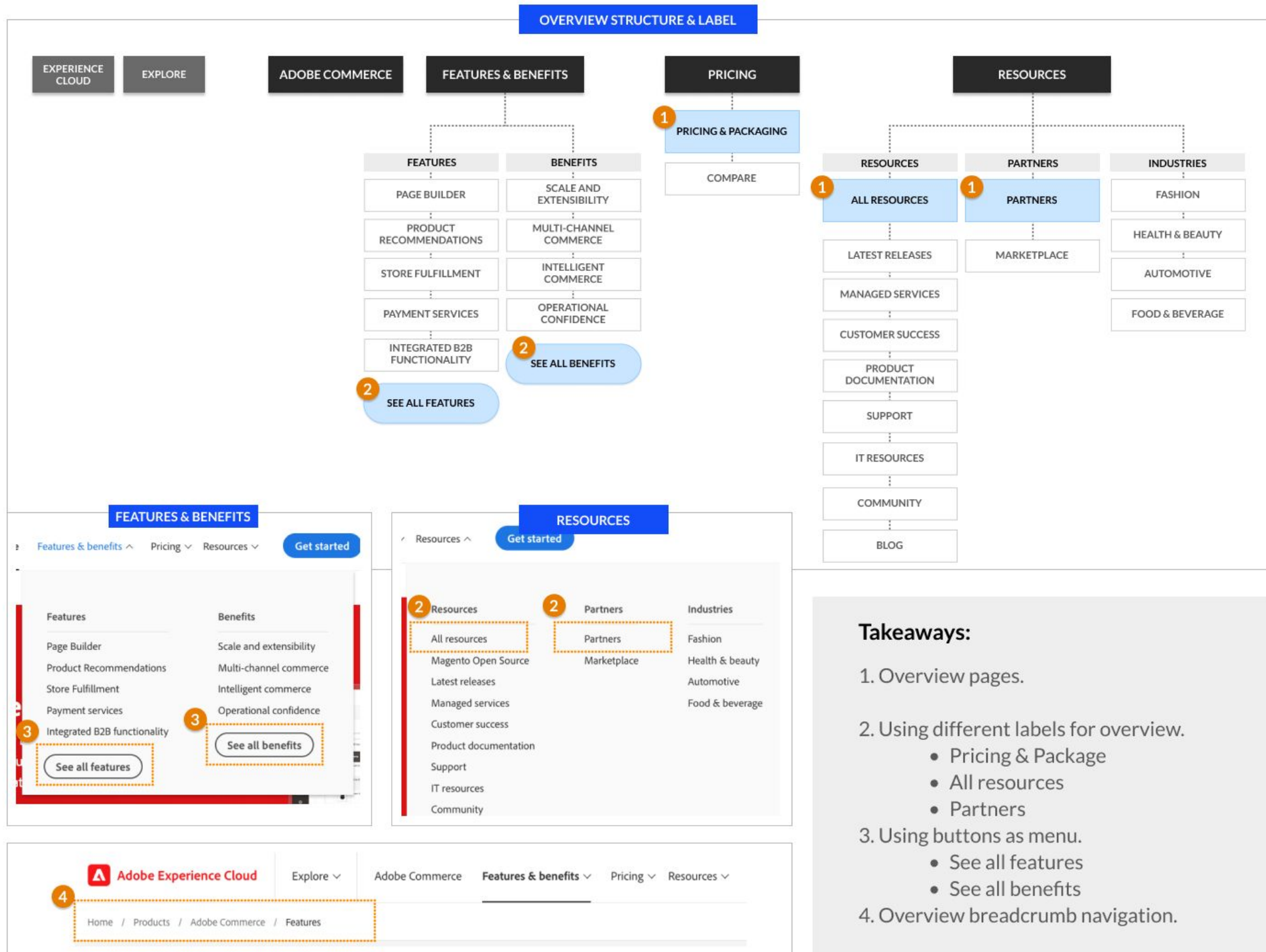
It's critical for us to get the information we need, when we need it, to make specific, actionable data decisions. The data's right at your fingertips with Shopify Plus.

Justin Gagliano
Chief Operating Officer, hismile

Create the culture of commerce. Industry by industry.

Find out how Shopify Plus can help you change your industry, no matter what you sell.

- Sell beauty and cosmetics
- Sell consumer electronics
- Sell fashion and apparel
- Sell food and beverages
- Sell home furnishings



FEATURES & BENEFITS < FEATURES

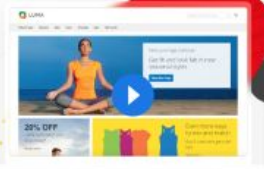


Adobe Commerce features

Create world-class B2C and B2B shopping experiences with rich, out-of-the-box features. Get ecosystem of implementation partners, a vast marketplace of extensions, and third-party integrations for ecommerce customization.

Want to identify your top conversion drivers? Request a free site assessment.

[Start assessment](#)



Speed up your ecommerce platform

Download our guide to discover six imperatives to fast, flexible platform

[Download the guide](#)

Sell anywhere

Let your customers shop whenever, wherever, and however they want. With Adobe Commerce, connect shopping experiences across channels, add new brands and sites, expand into new geos — both business and consumer — all from one platform.



Multi-brand solution

Manage all your brands and serve all customers — business and consumer — via digital from one platform.

[Learn more about multi-brand solution](#)

- > Mobile centrality
- > Integrated B2B functionality
- > Headless commerce
- > Amazon Sales Channel
- > Channel Manager

Manage and deliver

Adobe Commerce lets you personalize and end-to-end shopping and purchasing tailored promotions, seamless omnichannel fulfillment options, and sell every conversion rates and average order value.



Powerful user experience

Bring your commerce vision to life with rich, out-of-the-box features, customization, and effortless third-party integrations.

[Learn more about powerful user experiences](#)

- > Page Builder
- > Product Recommendations
- > Live Search
- > Inventory and order management
- > Store Fulfillment
- > PWA Studio
- > Customer account management
- > Shipping solutions

Measure and optimize

Make the shopping experience more relevant with the insights and tools you need in real time. And, with the ability to create customized dashboards and business help all of it.



Business intelligence

Eliminate technical data hurdles with a central solution that lets you

[Learn more about business intelligence](#)

- > Reporting and visualizations

Scale and support

Get the control and flexibility you need to innovate and scale — without sacrificing security. With a team of certified global integrators and a wide array of support resources, you can also reduce technical overhead while driving high-value commerce experiences.



Cloud delivery

Operate with confidence in cloud-based services with continuous releases, monitoring, development tools, and deployment efficiencies.

[Learn more about cloud delivery](#)

- > Data warehousing and management
- > Optimized performance
- > Security
- > Extended capabilities
- > PCI compliance
- > ERP integration

Payments and Financing

Control your cashflow by streamlining internal processes for payments and funding. Manage payment and order data from every storefront in one place, and make sure you can always have cash on-hand when you need it.



Payment services

Payment services for Adobe Commerce, a fully integrated payment solution that lets you securely manage payment and order data from every storefront in one place — your Commerce dashboard.

[Learn more about payment services](#)

- > Commerce financing



Let's talk about what Adobe Commerce

FEATURES & BENEFITS < BENEFITS



Take a tour of Adobe Commerce

Learn how our rich and powerful technology, global partner ecosystem, and extension marketplace can breathe life into your commerce website.

[Take a product tour](#)

Adobe Commerce (Magento) Benefits



Future-proof scalability and extensibility

No matter what the future holds, you'll be ready with a commerce platform that is flexible and extensible, and built to scale. Whether you choose on-premise or cloud hosting, Commerce gives you the ability to handle large orders and unlimited growth, while making it fast and easy to incorporate new technology, add up new storefronts, and deploy app-like shopping experiences across any device or channel.

[Dig deeper into scale and extensibility](#)



One platform, all channels, brands, and sites

Simply complex business environments with a platform that lets you host multiple channels, brands, and sites — including B2C and B2B commerce — from a single back end. No matter how many audiences you have, Commerce lets you use the same tools and infrastructure to create seamless commerce experiences. Less work for your team, more options, engagement, and efficiency for your customers.

[Dig deeper into multi-channel commerce](#)



Better shopping with the help of AI

Intelligent commerce gives you the power of AI-driven product recommendations and live search results to give your customers more relevant and personalized shopping experiences that improve conversion, retention, cross-sell, and up-sell. From its powered search features to intelligent product recommendations, Commerce learns from every customer interaction and uses every source of available data to grow your business and increase revenue.

[Dig deeper into intelligent commerce](#)



Operational confidence with back-end efficiency

Gain operational confidence with a commerce platform that offers enterprise-level security, can host thousands of SKUs, and automatically scales to meet high traffic demands. The flexible platform lets you manage multiple business models, write to drive workflows, and top of the line extensions around the back-end and front-end processes, so your teams can work smarter, not harder.

[Dig deeper into operational confidence](#)

Accent Group

"When we reimagine consumer experiences, we can bring them to life because we are not constrained. Adobe Commerce lets us bring our vision to life."

Mark Spensari
Chief Digital Officer, Accent Group

[View Accent Group's story](#)

Learn more about the benefits of Adobe Commerce (Magento)



Enhance and extend the performance of your Adobe Commerce store

Learn how to grow your Commerce performance using the range of extensions available to you through the Marketplace.

[Learn more](#)



Explore all the Adobe Commerce (Magento) features

Create a superior shopping experience across multiple Commerce platforms using Adobe Commerce features.

[Learn more](#)

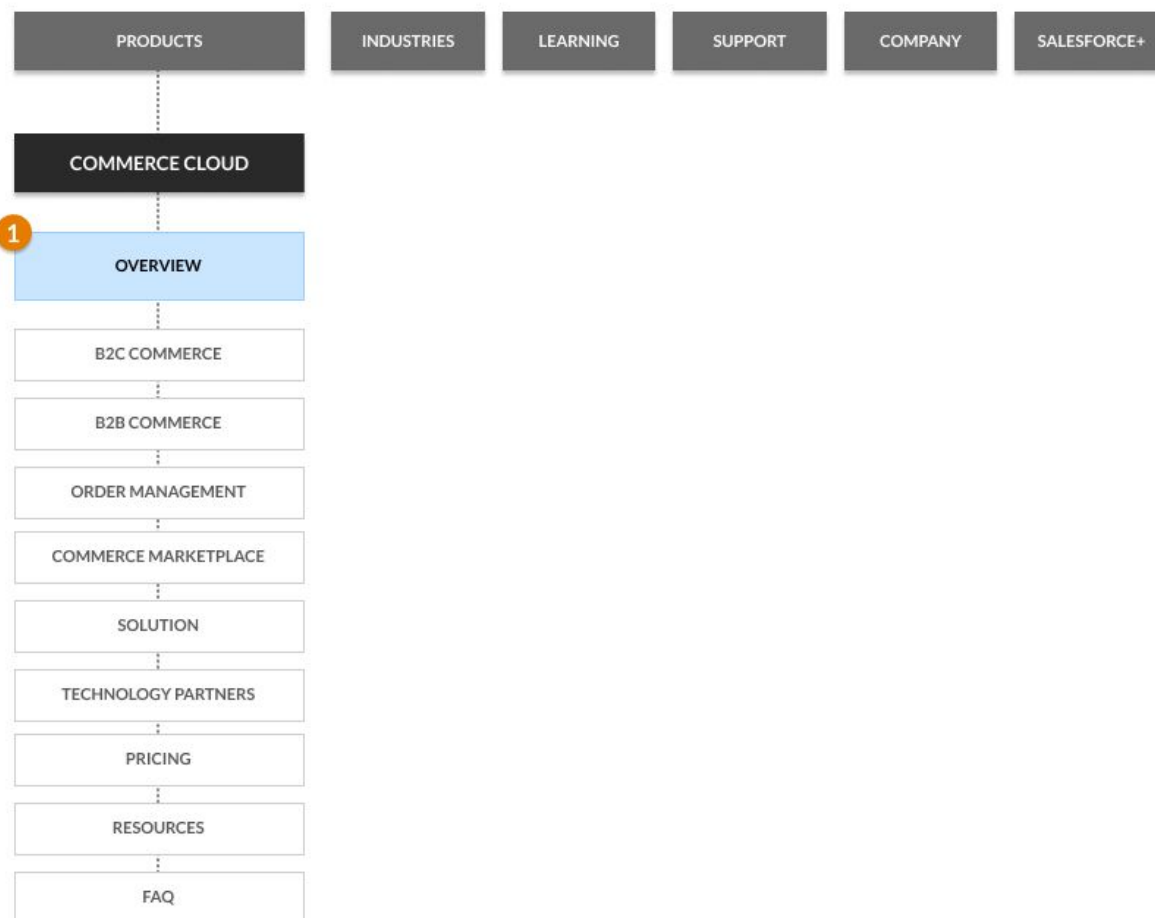


Integrated B2B ecommerce functionality

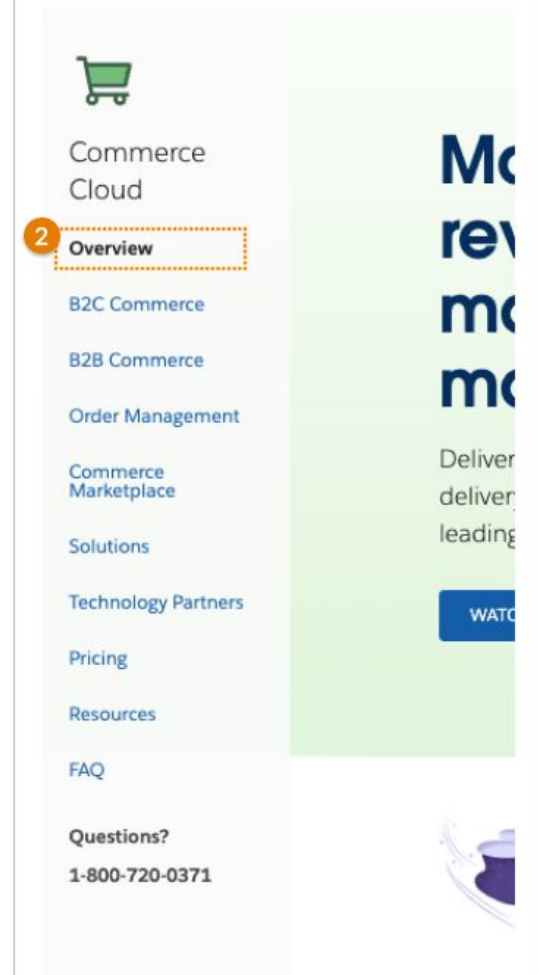
Deliver a world-class shopping and buying experience for your B2B buyers that increases conversion rates and average order value.

[Learn more](#)

OVERVIEW STRUCTURE & LABEL



COMMERCE CLOUD < OVERVIEW

**Takeaways:**

1. SFCC is under Product. Only one overview page.
2. The overview page is on the side nav.

PRODUCT < COMMERCE CLOUD > OVERVIEW

Commerce Cloud
Overview
B2C Commerce
B2B Commerce
Order Management
Commerce Marketplace
Solutions
Technology Partners
Pricing
Resources
FAQ
Questions?
1-800-720-0371

Maximize revenue and make customer magic.

Deliver commerce your way – from discovery to delivery – on the platform trusted by industry-leading brands.

WATCH ORAO



Reduce costs. Increase sales. Adapt quickly with Commerce Cloud Genie.



*26% Decrease in Costs of Purchasing Orders Over Legacy Channels
Source: 2022 Salesforce Customer Success Metrics Survey

Move fast with flexible tools and automation.

Save time and money. Launch your way, quickly with headless commerce.

Grow revenue with intelligent recommendations.

Get more conversions with less work using AI.

Build trusted relationships with real-time data.

Deliver personalized experiences through connected customer journeys.

LEARN MORE ABOUT SALESFORCE GENIE

Be ready for anything with powerful, agile commerce.

PRODUCT

B2C Commerce

Unlock performance and agility for commerce that scales with headsets, templates, and more.

EXPLORE B2C

PRODUCT

B2B Commerce

Drive efficiency and profitability for B2B purchasing and create seamless ordering experiences.

EXPLORE B2B

PRODUCT

Order Management

Cut costs and drive efficient growth with Order Management. Sell wherever your customers shop and fulfill on any channel.

EXPLORE OM

PRODUCT

Payments

Move faster with All-in-One Commerce and launch new sites, geographies, and payment methods.

EXPLORE PAYMENTS

PRODUCT

Commerce Marketplace

Boost profits and reduce inventory risk by adding third-party sellers to a digital marketplace.

EXPLORE MARKETPLACE

See how GE Renewable Energy recharged its commerce.



“We’ve already done 3x more volume through our new platform than we did the entire previous year on the old platform.”

Usaf Memon

Chief Commercial Officer, GE Renewable Energy

SEE GE STORY

Learn how Trailblazers are delivering commerce their way.



SEE ALL CUSTOMER STORIES



Connect your Digital HQ for commerce.

Commerce Cloud and Slack help you collaborate and adapt quickly from anywhere. Drive success in any industry with connected commerce.

SEE HOW SLACK WORKS

Salesforce is a Leader in Digital Commerce.

Seven years running, Salesforce is a Leader in the 2022 Gartner Magic Quadrant™ for Digital Commerce.

READ THE REPORT



Let's talk all things Commerce Cloud.



REPORT

State of Commerce

Make smarter decisions, backed by data from 4,000+ leaders.

GET THE REPORT



APPEALING

Partner Ecosystem

Access prebuilt solutions for payments, CRM, loyalty, and more.

FIND OUT MORE



PRODUCT RELEASE

Commerce Cloud

Get exciting innovations each release to help you exceed your business goals.

FIND OUT MORE

Gain knowledge to stay ahead of the commerce curve.



TRAILBLAZER

Become an ecommerce expert on our fun, free learning platform.



COMMERCE DEVELOPER CENTER

Develop personalized commerce experiences on a fast, flexible platform.

Questions? We'll put you on the right path.

Ask about Commerce Cloud pricing, implementation, or anything else. Our highly trained reps are standing by, ready to help.

CONTACT US

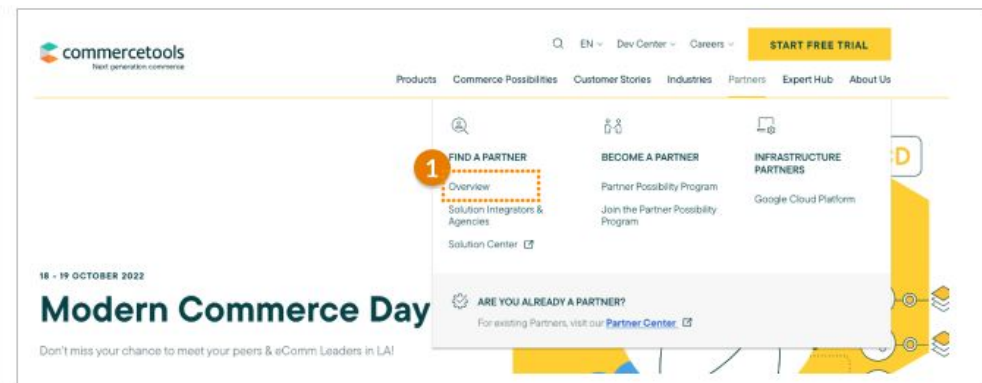
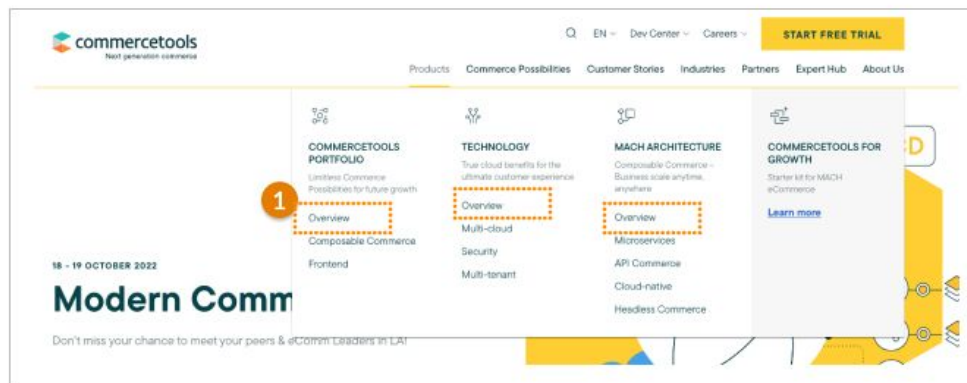
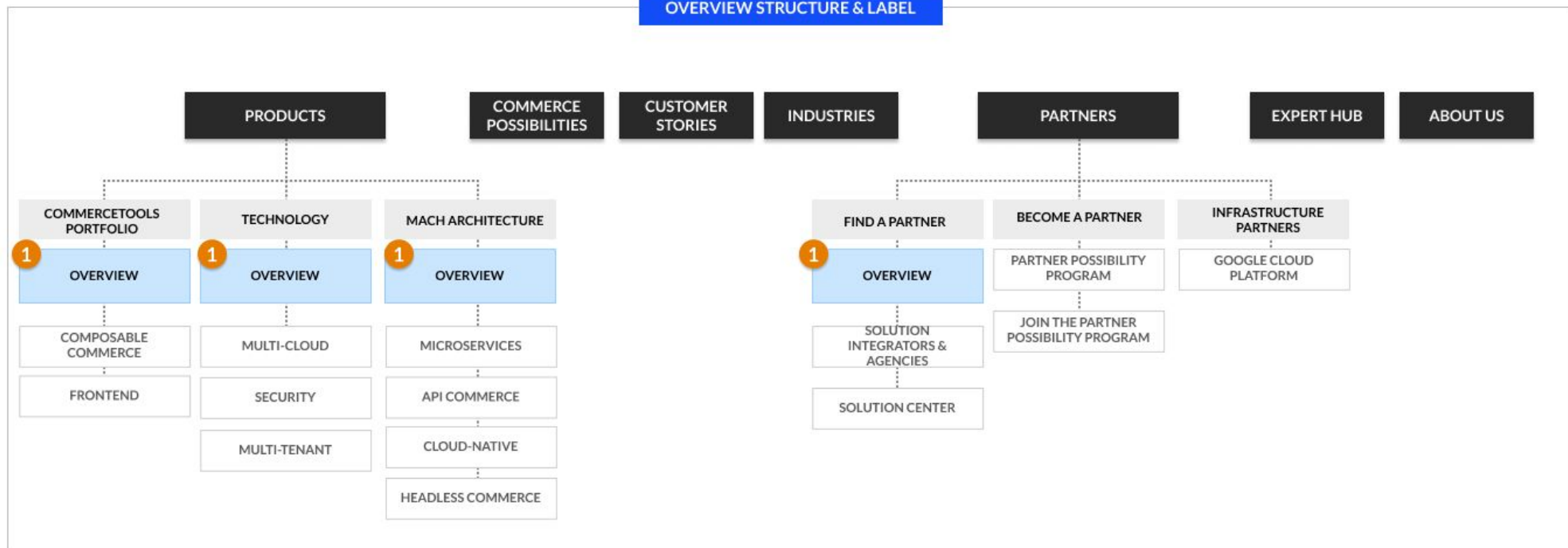
SIGN UP FOR NEWSLETTER

OR CALL 1-800-362-4038



MORE ABOUT COMMERCE CLOUD

OVERVIEW STRUCTURE & LABEL



Takeaways:

1. Using same labels for all overview pages.

PRODUCT < COMMERCE TOOLS > OVERVIEW

commercetools

Products Commerce Possibilities Customer Stories Industries Partners Expert Help About Us

The only platform that gives you limitless commerce possibilities

Develop a highly functional, visually appealing customer experience that is on-brand using the modern commerce platform by Commercetools. Unlike legacy systems, we empower the way you work with game-changing features and functionality so you can focus on creating the ultimate customer experience.

START FOR FREE

AUTHOR: JEFF

Work with, not around, your commerce platform

Focus on what matters with a modern commerce platform that's big on feature flexibility and extensibility. Commercetools offers comprehensive capabilities that allow you to take the experience to take your business to the next level.

- Powerful commerce features and functionality
- Modern and large-scale systems improve productivity
- Build and extend the platform to your exact needs
- Easy maintenance, scaling and adding of features
- Future-ready platform that never shows its age



Headless Platform API

Our powerful, well-documented, RESTful APIs are a huge asset when it comes to developing your customer experience.

[LEARN MORE](#)

Catalog Management

Create and organize your products and content, allowing you to manage your business and your customer experience.

[LEARN MORE](#)

Order Management

Empower your business by enabling your team to work with you however they want, online or offline, without friction.

[LEARN MORE](#)

Machine Learning

Work smarter and discover data behind the scenes and the front-facing customer experience.

[LEARN MORE](#)

Developer Tooling

Extensive, powerful built-in features and tools, so you can make the most out of modern commerce.

[LEARN MORE](#)

Accelerators

Get commerce up and running quickly to generate revenue, and scale it up from there.

LEARN MORE

And more features

Dashboards and Audit Log

Visualize data, oversee actions, and interactions that occur within the Newfound Center and APIs.

B2B support

All commercetools features and functions are built for B2B use cases in mind, including several B2B-specific features.

Product Information Management (PIM)

Manage your products, subsets of products, and related information with ease.

Tools and SDKs

Build out a fully-fledged customer experience using our powerful array of tools and SDKs.

APIs and Extensibility

Powered API extensibility is a commercetools exclusive that lets you customize the way APIs behave.

GraphQL support

GraphQL lets you fetch exactly the data you need, improving performance and reducing complexity.

Analyst Reports: commercetools is a Leader

2022 Gartner® Magic Quadrant™ and Critical Capabilities for Digital Commerce

commercetools ranks in the top 10 of modern commerce, being named a Leader for the 3rd consecutive year in the 2022 Gartner Magic Quadrant™ and Critical Capabilities for Digital Commerce.

[READ MORE](#)

2022 Forrester Wave™: B2C Commerce Solutions, Q2 2022

commercetools ranks in the top 10 of modern commerce, being named a Leader for the 3rd consecutive year in the 2022 Forrester Wave™: B2C Commerce Solutions, Q2 2022.

[READ MORE](#)

2022 IDC MarketScape: Headless Digital Commerce

commercetools ranks in the top 10 of modern commerce, being named a Leader for the 3rd consecutive year in the 2022 IDC MarketScape: Headless Digital Commerce.

[READ MORE](#)

Experience the freedom to develop using the world's leading enterprise commerce platform

- Fully functional for 60 days, one of the longest in the industry
- No credit card required, no strings attached
- Registration is easy and takes seconds to complete
- Receive full functional access to our platform, APIs and all the cloud advantages

[START FREE TRIAL](#)

Discover more

Discover everything about [MACH Architecture](#)Discover everything about [Technology](#)Discover our [Tech Blog](#)

PRODUCT < TECHNOLOGY > OVERVIEW

MACH ARCHITECTURE

Accelerate your commerce without limits

Be the first in the business with MACH, a modern commerce architecture.

START FREE TRIAL



MAIN BENEFIT OF THE MACH ARCHITECTURE

Build and scale fast, with a best-of-breed tech ecosystem

commercetools joined the MACH Alliance and has been the designated enterprise of the MACH (Microservices, APIs and Cloud-native, Headless) ecosystem. The commercetools platform was designed to be a game-changing solution.

The MACH Principles

MACH architecture is based on the belief that businesses need a high level of control, flexibility, and scalability in the future. The technologies that come together to form the MACH architecture are: Microservices, APIs, and Cloud-native, Headless.



Microservices

Microservices are specific to a business and are designed to be used independently, without needing for one.

LEARN ABOUT MICROSERVICES



API-first

APIs play a key role in today's applications. The company's primary focus, helping and enabling - and very much more - is to help you build your own.

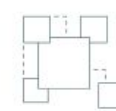
LEARN ABOUT API-FIRST



Cloud-native

Cloud-native is built on the premise that the best way to build a modern application is to build it on the cloud.

LEARN ABOUT CLOUD-NATIVE



Headless

Headless commerce allows you to build your commerce application without the need for a content management system (CMS) or a content delivery network (CDN).

LEARN ABOUT HEADLESS

MACH terms you should know



Composable Commerce

A small, development approach of building your application using different components and combining or recombining them into a custom application for your specific business needs.



Best of Breed

Customers who use best of breed components from different vendors.



Multi-tenancy

A model of allowing a single application and server the setup and maintenance to the application.

"The main reasons to go with MACH are centered around the customer, not the technology."

— JEFF HARTY, CEO, MACH ALLIANCE



MACH Alliance

The MACH Alliance provides a set of standards for all open and best-of-breed enterprise technology solutions. The alliance technology is built on open, modern, API-first, Cloud-native, Headless.

GO TO MACH ALLIANCE

How to easily migrate in 3 steps

01 Build a migration roadmap

List important references, definitions, and a timeline. There are 3 main steps which are the best for the roadmap: Data, Migration, and API.

02 Extract, import, and verify data

Extract, import, and verify data.

03 Customize your commerce

Related Resources

Microservices for Modern Commerce

Digital Transformation Will Inevitably Lead You to a MACH Architecture. Start Now.

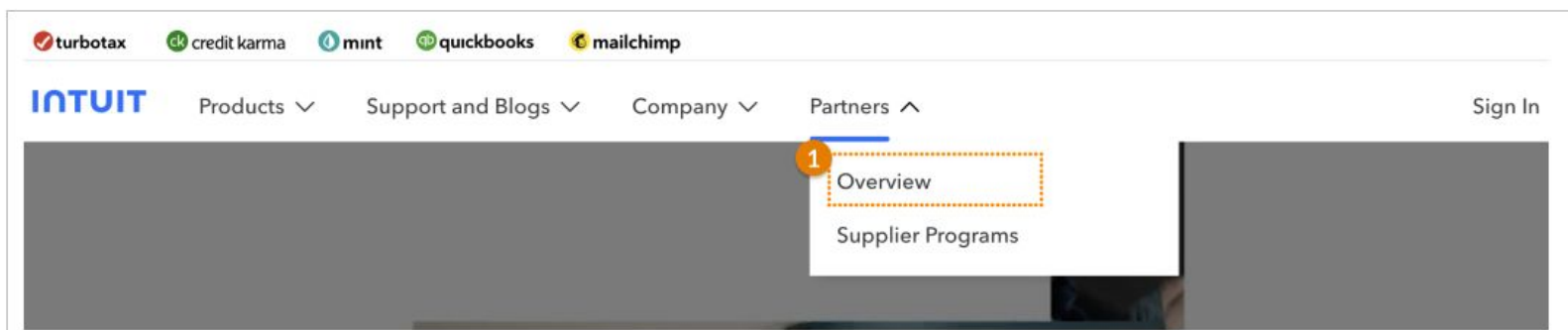
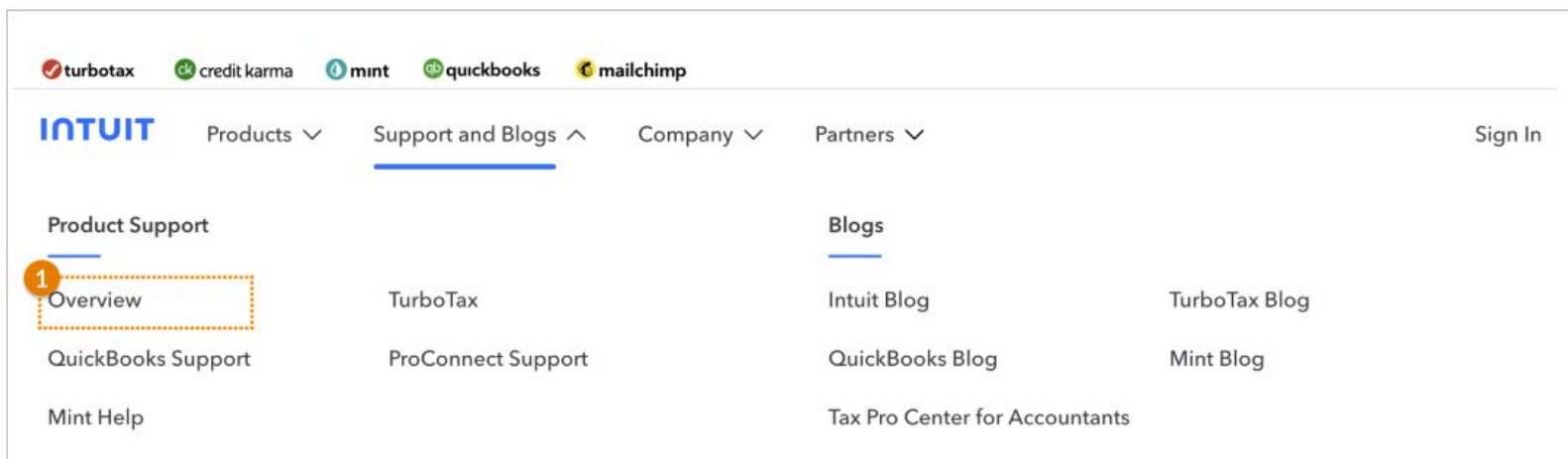
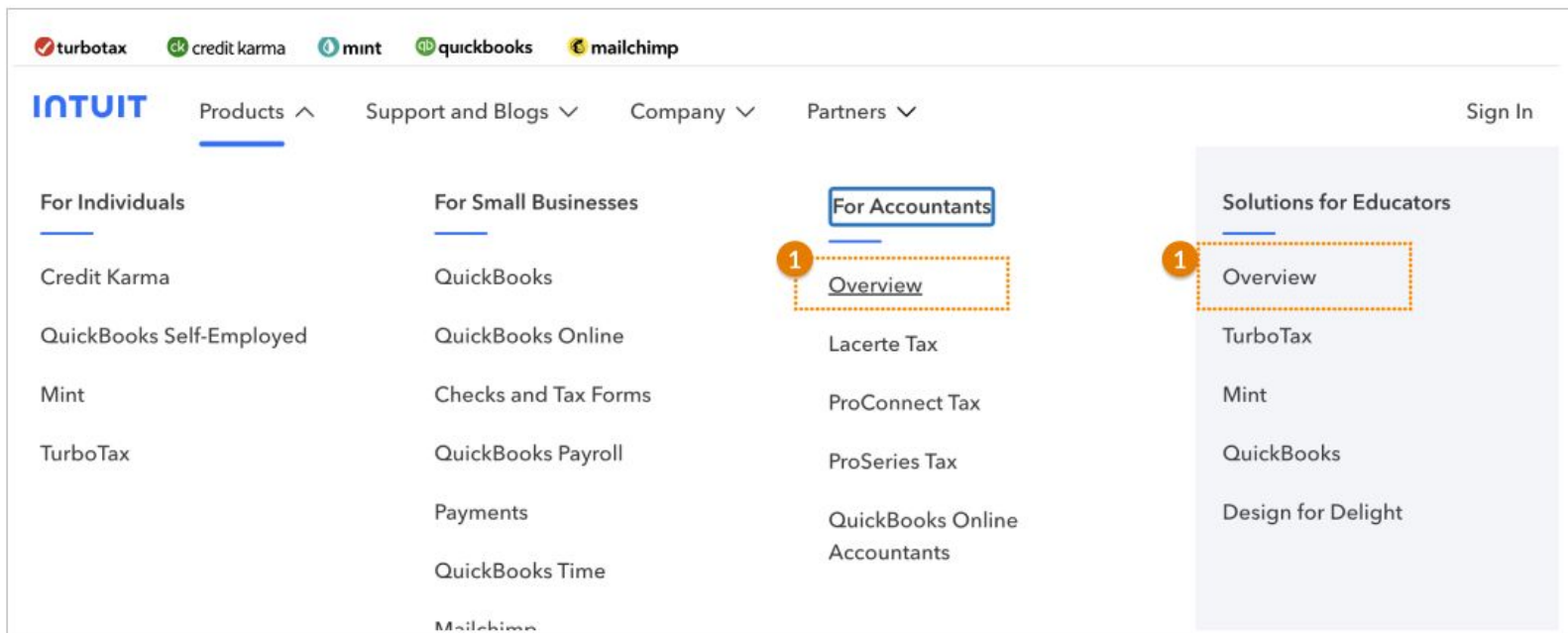
MACH Architecture for the Future of Commerce

Headless APIs for Modern Commerce

Experience the freedom to develop using the world's leading enterprise commerce platform

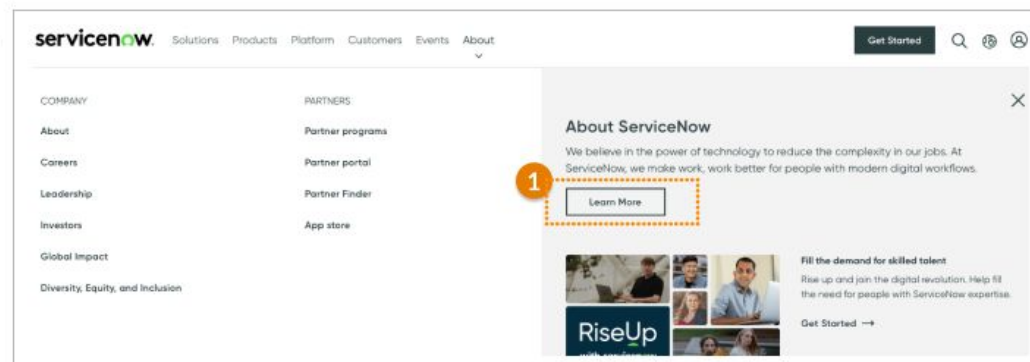
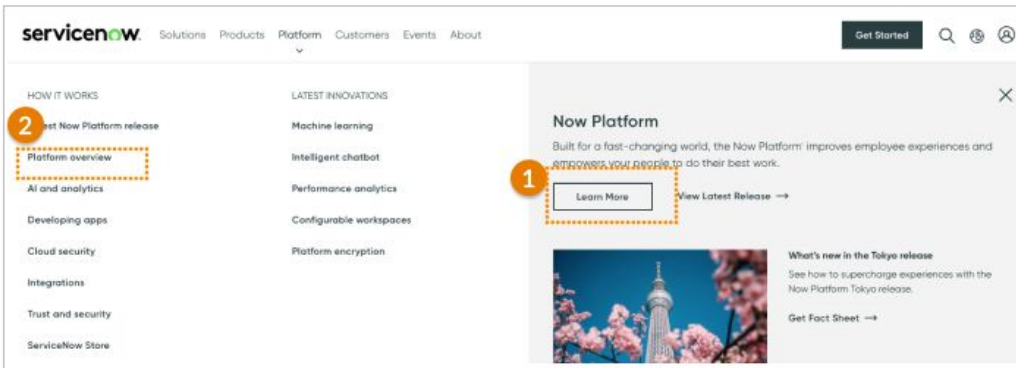
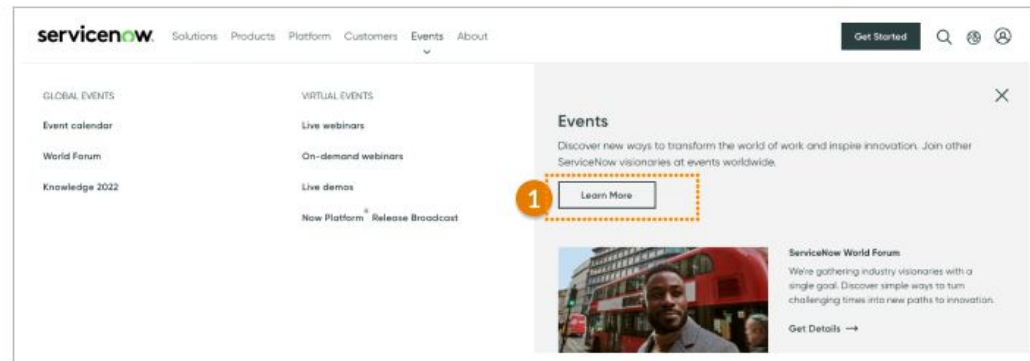
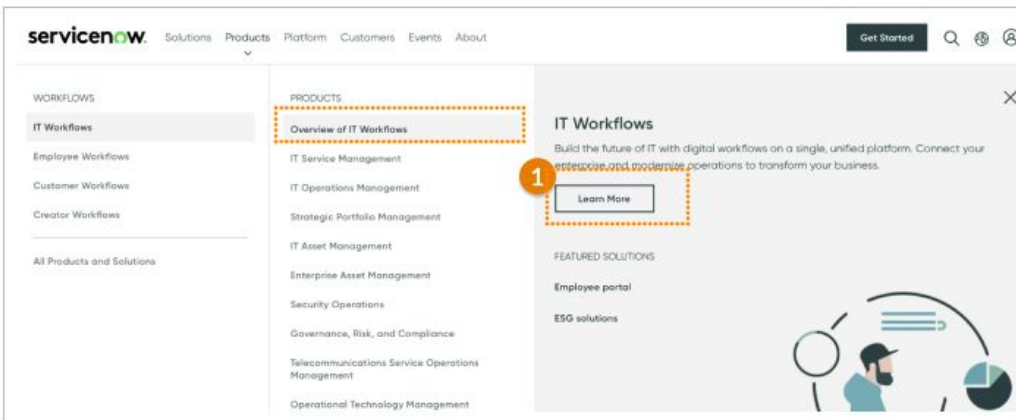
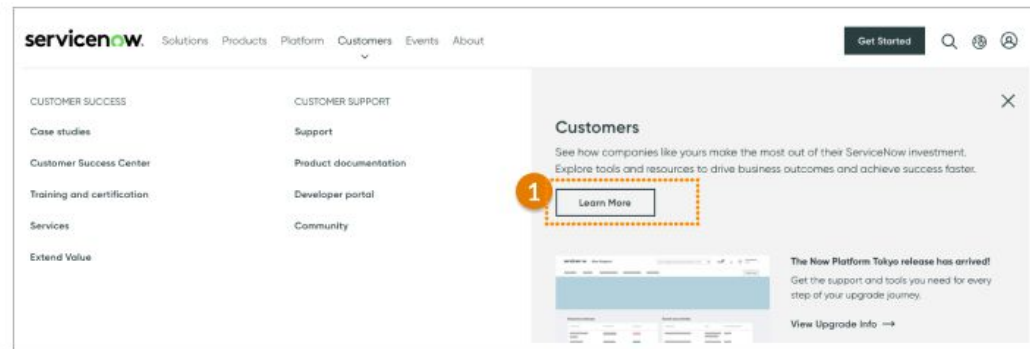
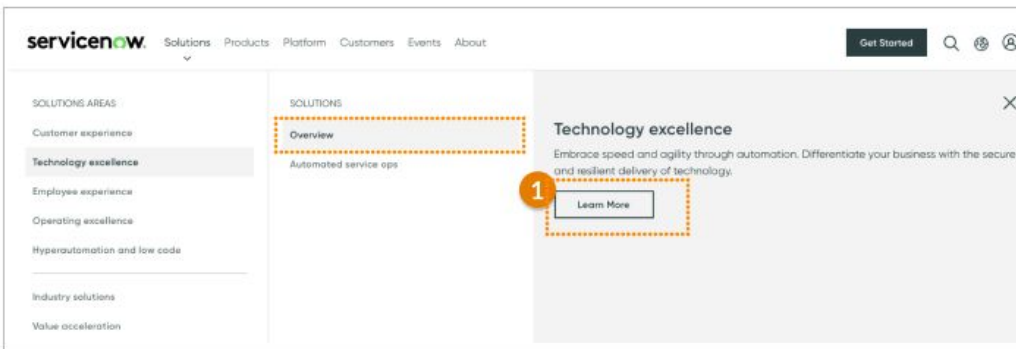
- Fully functional for 60 days, one of the longest in the industry
- No credit card required, no strings attached
- Registration is easy and takes seconds to complete
- Receive full functional access to our platform, APIs, and all the cloud advantages

[START FREE TRIAL](#)



Takeaways:

1. Don't include overview pages for all menus. Use same labels.



Takeaways:

1. Using "Learn More" CTA as overview page.

2. "Platform Overview" and "Learn More" go to the same page. Providing multiple options to go to the overview pages but it seems overwhelming.