

Common Reasons Why eCommerce Projects Fail

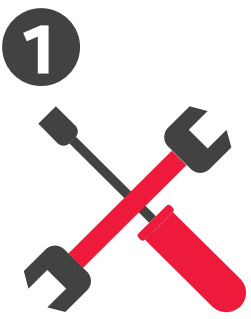
80%+ of eCommerce projects fail

95% is the B2B failure rate

Source: Gartner

Common Reasons eCommerce Projects Fail

Where BDO Digital Can Help



- ▶ Weak implementation or build process
- ▶ Lack of understanding of the true role of eCommerce

- ▶ Market facing technology solutions to help improve your customer/ revenue generation
- ▶ Business facing technology solutions to help improve your operational, financial and supply chain functions



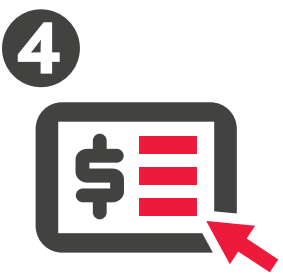
- ▶ Lack of experienced staff
- ▶ Working with the wrong Partner

- ▶ For more than 100 years we've helped clients with their financial outcomes
- ▶ Assembled a team of 700 technology professionals that equally focus on strategy and technology to help improve the whole business and help enable those financial outcomes



- ▶ Lack of understanding of holistic goals
- ▶ Lack of planning
- ▶ Wrong platform

- ▶ Provide a review of your business technology to determine how an online strategy would be applied to the current business
- ▶ Identify the solutions that are specific to the client business model, GTM and historical/ market performance



- ▶ Platform Focus
- ▶ Absence of continuous improvement

- ▶ Identify financial, tax, cash, financing and cost-based solutions that can provide clever ways to obtain technology/ eCommerce
- ▶ Create financial models that illustrate how the technology can accelerate financial/ cash flow improvements



- ▶ "It's Just Another Website"
- ▶ Build, They Will "NOT" Come

- ▶ 71% of all retail sales involve online/ digital activity (web, search, email, advertising, mobile, etc.)
- ▶ Retailers that have embraced technology in recent years have reduced risk to their business, and increased their total revenue/ income year of year by 26%

Source: NRF

HAVE QUESTIONS OR WANT TO LEARN MORE? [CONTACT US!](#)