

# WISSEND



Ecommerce Platforms Insights

Technology investments are exorbitant, so a wrong choice is unaffordable. Whether you are in the market for a new ecommerce platform or bolt-in applications that support your existing platform, we evaluate multiple technology partners to find the right fit for purpose. We assist you from the requirement gathering stage until the Go Live phase, mitigating any risk and delivering optimal value.

Our analysis on some of the top ecommerce platforms



## Magento

This open source eCommerce platform is one of the most popular among online merchants for creating e-stores. It is used by 30,000 merchants including Samsung, The North Face, Office Max and more. It allows easy integration with desired gateways, third party tools and other platforms like Joomla, WordPress, and more.

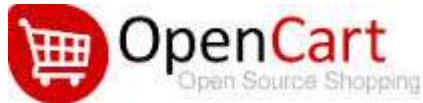


## OS Commerce

With a community of over 260,000 store owners, developers, and service providers, osCommerce is one of the fastest growing platform solutions. It offers over 7000 free add-ons to customize your site and you definitely need them to differentiate your website from thousands of other osCommerce users.

## Open Cart

The user-friendly and search-friendly OpenCart offers an eye-catching interface with built-in order management and multiple payment gateways. It also allows customers to review and rate products. When compared to osCommerce, this platform is less popular so finding help can be a tad difficult.





## Spree Commerce

This platform is based on Ruby on Rails and allows you to build a customized storefront. It gives you more than 50 payment gateways supported, page checkout, custom tax logic and Google Analytics.



## PrestaShop

The PrestaShop store comes with enhanced back office features to support your online business. All customer payments get directed to your commercial bank account using the latest security technology.



## VirtueMart

With more than 500 features, VirtueMart is performance driven and allows customers to shop comfortably, create accounts, and access their order history. It is integrated with Joomla. You can upload unlimited categories and products, while it supports multiple languages and currency types.



## Zeuscart

Zeuscart is perfect for small and medium businesses. It offers a rich user interface unlike most open source UIs. From inventory management, in-built CMS and category management to SEO friendly URLs, gift cards, and e-mail templates, it comes loaded with features.



## Afcommerce

Afcommerce is a complete online store with both a store front and administration area directly out-of-the-box. It is simple, not really attractive and suitable for beginners.



## Zen Cart

Zen Cart is a no-frill platform with basic features. It allows easy installation, customization and management. You can choose from numerous add-ons to customize your store but try not to go overboard with it as it leads to a cluttered user interface.



## SimpleCart Js.

This JavaScript shopping cart can be ready in minutes; all you need is basic HTML knowledge. Earlier on it only worked with PayPal, but now it does so with Google Checkout. Add increment, decrement, and remove buttons to your cart. Try item rearrangement, HTML tag change and more.

## Tomato Cart

This open source shopping cart software solution comes with a desktop-like ExtJS-powered interface offering improved usability and a great user experience. Some even tag it as the most easy-to-use shopping cart.

## StoreSprite

Free but loaded with features found on paid platforms, StoreSprite is a great option, but for one drawback that it comes with StoreSprite copyright notices. You need to pay to get rid of it. It offers great features such as loyalty points, shopper accounts, order tracking, customer ratings and reviews, status notifications, and special offers.



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## About Wissend

Wissend is a well-known provider of content, marketing, and technology services. Headquartered in Chennai, INDIA and Sales offices in USA and UK. Wissend is driven by the objectives of innovation, client satisfaction, and process excellence. Our workforce boasts deep industry know-how, technological expertise and commitment to quality.

We build solutions and deliver services keeping in my mind the needs of our clientele and guarantee results within the stipulated timeline. Our clients are players in the ecommerce, retail, and publishing industry segments.



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