



**nio**

DIGITAL TRANSFORMATION  
INSIGHTS

# Buyers Guide **eCommerce Solutions**

July 2022 | [www.niodigital.co](http://www.niodigital.co)

# Foreword

Thank you for downloading this report, which will help you better understand the various product offerings and key features from the leading vendors in the digital transformation space.

I have spent my entire career working with software known as ERP (Enterprise Resource Planning), CRM (Customer Relationship Management), SCM (Supply Chain Management), HRM (Human Resources Management) and MRP2 (Manufacturing Resource Planning) from brands such as Oracle, SAP and Microsoft. These business applications form the transactional and information backbone of all large companies worldwide, and are widely accepted to be a prerequisite to embarking on Digital Transformation.

These systems not only cost millions of dollars to implement, but need teams of highly skilled professionals to maintain and expensive annual upgrades. Therefore they have only been accessible to very large companies.

Due to advances in the world of open source and cloud technology, such systems are now available to a wider audience at a fraction of the cost. Instead of millions, the investment is in the tens or hundreds of thousands of TT dollars.

Odoo Inc. is a pioneer of this business model, and their product, aptly called “Odoo”, is the main component of our business plan - it's going to help us to achieve our mission to create a Digital Economy here in Trinidad and Tobago.

Of course, we all know that installing software is no magic bullet, to achieve Digital Transformation you will need the skills, capabilities and experiences of a partner. In my opinion, the right Odoo digital transformation vendor/partner:

- Provides experienced Digital Transformation Consulting support: A CIO service - a group of experienced professionals with access to a global network is vital to your company making the right strategic decisions. This will provide you with the best possible insights and direction for success in the future.
- Provides tailored staff training on an ongoing basis: One of the most important factors for success is educating your entire team - from the owner to the driver and everyone in between will need individualized intraining, with on-going support to help them navigate the changes digital transformation will herald.
- Has a full-time Odoo/Python development team: As Odoo is Open Source Software, managing it requires good technical knowledge at the source code level. Almost all projects require some degree of customization, and you will not realize the full value of Odoo without this development support. One-two developers aren't enough, a stable team complete with Business Analysts, Designers, Developers and Testers is needed.
- Provides 24/7 Support and Maintenance: You may not think that you need this now, but with accelerated technology, business today is 24/7 - consider remote working, online portals and many other customer, supplier and employee touch points.

Please keep these points in mind as you search for your Digital Transformation partner. In the next few pages, you will find additional information, which I hope will help you.

**Lorcan Camps**

Founder & CEO

July, 2022

# About Nio

## Our Mission

**“To help create and sustain a Digital Economy within Trinidad & Tobago.”**

To achieve this, we offer a Digital Business Platform comprising best-in-class open source software along with:

- **Digital Economy Accelerators** - Odoo Cloud ERP + industry solution accelerators to completely digitalize businesses.
- **Digital Transformation Services** - consulting, onboarding, mentoring, education & 24/7 support services to help companies along in their digitalization journey.
- **Digital Training Academy** - upskilling of professionals to operate a Digital Business Platform to improve business performance.
- **Digital Jobs** - creation of new roles to leverage the Digital Business Platform to increase revenues, reduce costs and improve service delivery.
- **Digital Business Network** - connect to a global digital ecosystem for mutual benefits.

## Nio Digital achieves Odoo Gold Partner status

[Port of Spain, Trinidad & Tobago. 1 April 2022]

Odoo Inc., a leading provider of all-in-one open source business software for companies worldwide has named Nio Digital Limited as its latest Gold Partner.

The award recognizes technical excellence and commitment to helping businesses succeed in their Digital Transformation journey. With over 3,500+ partners globally, Nio is now amongst the top 7.5% of partners globally, and the only Gold Partner in Trinidad and Tobago.

“Nio is the most experienced partner that we have in Trinidad & Tobago. Their focus and understanding of our clients’ problems and their track record of delivering high quality service is outstanding.”

**Alejandra Vela,**

Senior Account Manager for Latin America at Odoo Inc

# About Odoo

## Fits small and large companies alike

Odoo's mission is to provide a range of easy to use business applications that form a complete suite of tools to accompany any business need. Odoo gives millions of companies easy access to the software they need to run and expand their business.

Odoo has developed 30 key business applications which are regularly upgraded. In addition, a community of more than 1500 active members, has contributed another 16,000+ apps to cover a wide variety of business needs.

Odoo is the most installed business software in the world (source: Odoo.com). It is used by over 7,000,000 users worldwide ranging from startup companies (1 user) to large enterprises (300,000+ users).

## What makes Odoo different?

A smooth and friendly user experience built to ensure fast and seamless adoption.

Fluidity, full integration and customisation, meet the needs of even the most complex companies.

Odoo's flexibility means that apps can be added according to the growth of your company, adding one app at a time as your needs evolve and your customer base grows.

Thanks to the open source community, Odoo is actively maintained by a large base of developers to meet evolving customer needs and provide new, innovative applications.

# Odoo is positioned to disrupt the Market

## With a unique value proposition

Odoo provides everything a business needs to operate with a top-notch user experience.

- **CRM** apps for, Digital Marketing, Sales, Website, eCommerce, POS, Field Services and Helpdesk.
- **HRM** apps for Employees, Performance, Recruitment, Absence Management, Payroll & Productivity.
- **ERP** apps for Accounting, Purchasing, Inventory, Products, Service, Projects, Manufacturing and Warehousing.

Odoo apps work together seamlessly, giving you the ability to automate and track everything you do, centralized, online, and accessible from anywhere with any device.

The open-source development model has allowed us to leverage thousands of developers and business experts to build the world's largest ecosystem of fully integrated business apps - all at the lowest possible cost.

With a modern and elegant technical design, Odoo's framework is unique. It allows Odoo and community developers to provide top-notch usability that scales across all apps.

Usability improvements made to Odoo are automatically applied to the entire suite of integrated apps.

Finally, with regular annual releases, Odoo evolves much faster than other solutions. When you put this all together, Odoo is positioned to disrupt the market with the broadest functionality comprising 30+ integrated apps with the best user experience at a significantly lower cost than the competition.

See below Odoo's positioning in the Business Applications Market



# Our Solutions



**Digital Commerce**  
Integrated eCommerce, digital marketing and sales with automation.



**HR Employee Portal**  
Quick and easy access to HR-related transactions and services.



**Wholesale Distribution**  
Specialised wholesale distribution industry solutions.



**Services**  
Professional and field service management solutions.



**Manufacturing**  
Flexible, integrated, and extensible manufacturing ERP software.



**Workspace**  
Email, office, conferencing and cloud solutions.

## Companies that trust us





 **Magento™**  
Open Source eCommerce



 **PRESTASHOP**

 **shopify**

# eCommerce Comparison White Paper:

Magento, Odoo, PrestaShop & Shopify

May 2016

# Introduction

## Introducing the eCommerce offers available today

Over the past few years, internet purchases have dramatically increased. Current statistics show that purchases made online have doubled between 2014 and 2015. The convenience of online shopping has made it the preferred medium for many shoppers with products and services at their fingertips via their smartphones or tablets. For example, consumer's cart of online purchases on a mobile device has risen significantly during this time. In 2015, an average of 500€ of online purchases has been made via mobile by Europeans and \$670 for US consumers. The eCommerce boom doesn't seem to feel the effects of "economic crisis" as it continues to rise. Projections for the coming years show an even greater increase in these figures as a greater number of consumers convert to online shopping mediums.

From a sales perspective, choosing the right eCommerce software for your business is vitally important. An eCommerce solution cannot be limited to just a "Buy" button on your website; many features should be taken into account when comparing solutions. Behind any eCommerce page there is a real business to manage where you'll need other solutions like inventory management, accounting software, marketing tools, etc. On the front end, you'll need an interface that provides great usability that will encourage repeat customers and improve your sales. Lastly, an eCommerce solution should also showcase your products, using a beautiful and functional design to win over customers.

## Features Comparison

In order to offer a fair comparison of the top eCommerce solutions we chose to compare some of the most popular solutions: Magento, Odoo, PrestaShop, and Shopify. We have compiled a table of the most important features an eCommerce platform should offer plus any built-in business management solutions which benefit the operation of an online store.

These are grouped into eight categories: Product Management, Design, Customer Management, Shipping, Promotion & Marketing, Sales Management, Reporting, and Productivity.

These categories encompass most everything a company might need to manage and develop its online shop. In this table, we have also included a comprehensive list of the pricing conditions for each solution.



# Introduction to eCommerce Software

## Magento

Magento is an open-source eCommerce software solution developed in 2008 under the company's original name, Varien. Today, the company changed its name for its product's. Magento is considered as one of the leaders in eCommerce. Their platform processes transactions for over \$50B in gross merchandise volume annually.

“ THE NEXT GENERATION DIGITAL  
COMMERCE, TAILOR-MADE FOR  
YOUR BUSINESS ”

Magento exists in 3 versions: Community Edition, Enterprise Edition, and Enterprise Cloud Edition. The Community edition can be downloaded for free whereas the other two are billed annually. For this comparison, we chose to compare the Enterprise edition.

#1

internet retailer  
platform - 2015

300+

partners

66,000+

developers

240,000+

merchants

# Odoo

Odoo is an open source software founded in 2004 by a student. Firstly known as OpenERP, the brand changed its focus from an ERP solution to a suite of business applications. More than 360 apps are available thanks to the multiple developments made by Odoo S.A. and its community. Some of these apps are officially validated by Odoo, whereas others developed by the community are dedicated to specific versions for specific needs.

“ GROW YOUR BUSINESS ”

Odoo is available in three editions: Community, Enterprise, and Online. The Community edition can be downloaded free of charge via the Odoo website. The Enterprise edition offers more features but comes with a yearly cost. The Online offer is the equivalent of the Enterprise version but hosted in the cloud and monthly billed. For this comparison, we choose to compare the Enterprise edition.

2+  
million users

120+  
countries

730  
partners

1,500  
developers

# PrestaShop

PrestaShop was founded by French students in 2007. Ten years later, the open source software can be proud of providing more than 250,000 online store owners with a simple, complete, and internationally adaptable software. The company has locations in Paris and Miami and hosts more than 850,000 members in its open source community.

“ YOUR ECOMMERCE SUCCESS  
STARTS HERE ”

PrestaShop is available to download for free. The latest stable edition 1.6.1.3 was released in July 2015. The upcoming edition 1.7.0 is scheduled for a stable release in Summer 2016. For this comparison, we chose to compare the 1.6.1.3 edition.

250,000  
online stores

200  
countries

65  
languages

3,500  
adds-on

# Shopify

At first, Shopify was developed in 2006 by an entrepreneur disappointed by all the existing eCommerce software options to run his own shop. A decade later, the software is used by more than 243,000 online shops with a total of \$14M in sales.

“SHOPIFY GIVES YOU EVERYTHING YOU NEED TO BUILD A SUCCESSFUL ONLINE BUSINESS ”

Shopify offers 2 types of products: an eCommerce software and a retail POS system. These products are available for the online SaaS platform only.

Concerning the eCommerce part, there are 4 monthly forfaits; Lite, Basic, Pro, and Unlimited. For this comparison, we chose to compare the Pro forfait.

243,000

active shopify stores

4

offices in Canada

founded in  
2006

500  
employees

# Features Comparison

Product Management	Magento Enterprise	Odoo Enterprise	PrestaShop v1.6.1.3	Shopify Pro
<b>Catalog Management</b>				
Configurable Products (Variants, Attributes, etc.)	✓	✓	✓	app
Product Inline Page Builder	✗	✓	✗	✗
Digital Products	✓	✓	✓	✓
Product Reviews	✓	✓	✓	✓
Recurring Products (Subscriptions)	extension	✓	addon	app
<b>Inventory Management</b>				
Barcode Support	extension	✓	addon	app
Product Demand Forecasting	✓	✓	✗	app
Stock On Hand	✓	✓	✓	✓
Stock Available	✓	✓	✓	✗
Supply Chain	extension	✓	addon	app
Return/Exchange Management	✓	✓	✓	✓
Shipment Tracking	✓	✓	✓	✓
Backorders Management	extension	✓	addon	app
Multiple Warehouses	✓	✓	✓	✗
Purchase Management	extension	✓	addon	✗
Inventory Reports	✓	✓	✓	✓

Design	Magento Enterprise	Odoo Enterprise	PrestaShop v1.6.1.3	Shopify Pro
<b>General</b>				
WYSIWYG Editor	✓	✓	✓	✓
Drag & Drop Page Builder (Building Blocks)	✗	✓	✗	✗
Responsive Web Design	✓	✓	✓	✓
Auto-Generated Sitemaps	✓	✓	✓	✓
Customizable HTML/CSS	✓	✓	✓	✓
Available Themes	2 <sup>1</sup>	80 <sup>2</sup>	1340+ <sup>3</sup>	156
<b>eCommerce Usability</b>				
Breadcrumb Navigation	✓	✓	✓	✓
Site Search Engine	✓	✓	✓	✓
Sorting of Search Results	✓	addon	✓	✓
<b>Product</b>				
Multiple Pictures per Product	✓	✓	✓	✓
Bulk Image Upload	✓	✗	✓	✓
Bulk Product Import/Export	✓	✗	✓	✓
Hierarchy of Categories	✓	✓	✓	✓

1 Only available for Enterprise edition. There are 996 themes available for Community edition.

2 For Odoo Enterprise v9. There are 98 themes in total.

3 For version 1.6.1. only. There are +1700 themes in total.

Customer Management	Magento Enterprise	Odoo Enterprise	PrestaShop v1.6.1.3	Shopify Pro
Cart Abandonment Tracking	✓	✓	✓	app
Persistent Cart	✓	✓	✓	✓
Customer Portal	✓	✓	✓	✓
Buy Without Signup	✗	✓	✓	✓
Customer Testimonials	✓	✓	✓	✓
Customer Contact Form	✓	✓	✓	✓
Customer Order History	✓	✓	✓	✓
Customer Specific Prices	✓	✓	✓	app
Live Chat on Website	✗	✓	✓	app
Affiliates Management	✓	addon	✓	app
Wish List	✓	addon	✓	app

Shipping	Magento Enterprise	Odoo Enterprise	PrestaShop v1.6.1.3	Shopify Pro
Custom Shipping Rules	✓	✓	✓	✓
Flat Rate Shipping	✓	✓	✓	✓
Label Printing	✓	✓	addon	app
Gift Wrapping Option	✓	✓	✓	✓
Free Shipping Options	✓	✓	✓	✓
Weight Based Shipping	✓	✓	✓	✓
Shipping Connectors: DHL	extension	✓	addon	app
Shipping Connectors: UPS	extension	✓	addon	✓
Shipping Connectors: USPS	extension	✓	addon	✓
Shipping Connectors: FedEx	extension	✓	addon	✓

## Promotion & Marketing

Magento Enterprise

Odoo Enterprise

PrestaShop v1.6.1.3

Shopify Pro

Email Auto Response	✓	✓	✓	✓
Email List Management	✗	✓	✓	✓
Drag & Drop Mail Designer	✗	✓	✗	✗
Affiliate Program Support	✓	✗	addon	app
Coupons & Promo Codes	✓	✓	addon	✓
Reward Points	✓	✗	✓	✓
Discount Management	✓	✓	✓	✓
Customizable Email Templates	✓	✓	✓	✓
Integrated A/B Testing	extension	✓	addon	✗
Gift Cards	✓	addon	✓	✓
Product Ratings	✓	✓	✓	✓
Product Bundling	✓	✓	✓	app
Product Comparaison	✓	addon	✓	app
Up-sells in Shopping Cart	extension	✓	addon	app
Cross-sells on Product Pages	✓	✓	✓	app
eBay Marketplace Integration	extension	✓	addon	app
Amazon Marketplace Integration	extension	addon	addon	app
Private Sales	✓	✓	addon	app
Site-Wide Banner Advertising	✓	✓	✓	✓

## SEO

Integrated SEO	✓	✓	✓	✓
Inline SEO Suggestions	✗	✓	✗	✗
Optimized URLs	✓	✓	✓	✓
Link Tracker	✗	✓	✗	✗



Sales Management	Magento Enterprise	Odoo Enterprise	PrestaShop v1.6.1.3	Shopify Pro
Sales Reports	✓	✓	✓	✓
Search Reports	✓	addon	✓	✓
Data Import	✓	✓	✓	✓
SSL Support	✓	✓	✓	✓
Integrated Invoicing	extension	✓	addon	app
Multi-Store Support	✓	✓	✓	✗
Taxes by Country/State	✓	✓	✓	✓
Advanced Taxes: Fiscal Positions	✗	✓	✗	✗
Payment & Pricing Features				
Payment Gateway: Redirect	✓	✓	✓	✓
Payment Gateway: Server 2 Server	✗	✓	✗	✓
Recurring Payments	✗	✓	addon	✗
PayPal Integration	✓	✓	✓	✓
Multi-Currency / Multi-Providers	✓	✓	✓	✗

Reporting	Magento Enterprise	Odoo Enterprise	PrestaShop v1.6.1.3	Shopify Pro
<b>Reports</b>				
Sales Report	✓	✓	✓	✓
Inventory Reports	✓	✓	✓	✓
Subscription KPIs (MRR, Churn, etc.)	✗	✓	✗	✗
Google Analytics Integration	extension	✓	✓	✓
Product Performance Reports	✓	✓	✓	✓
Sales Summary Reports	✓	✓	✓	✓
Site Search Report	✓	✗	✓	✗
<b>Report Engine</b>				
Dynamic Graphs	extension	✓	✗	✗
Dynamic Pivot Table	✗	✓	✗	✗
Customizable Dashboard	✓	✓	✗	app
Export Report to Excel	✗ <sup>1</sup>	✓	addon	✓

1 Available with extension for Community Edition.

Productivity & Usability	Magento Enterprise	Odoo Enterprise	PrestaShop v1.6.1.3	Shopify Pro
<b>Productivity</b>				
Ability to Add Fields in Backend	✗	✓	✓	✗
Ability to Add Fields in Front-end	✗	✓	addon	✓
<b>Users Satisfaction</b>				
Brand Visibility (Google Trends)	★★★★☆	★☆☆☆☆	★★★★☆	★★★★☆
<b>Usability</b>				
Full Web Interface	✓	✓	✓	✓
Fast Backend (Ajax)	✗	✓	✗	✗
Responsive Backend	✗	✓	✓	✓
Multi-language	✓	✓	✓	✓
<b>Interfaces</b>				
API	✓	✓	✓	✓
Apps Store	94,201 extensions	7,300 apps <sup>1</sup>	2,904 modules <sup>2</sup>	1,536 apps

1 Since Odoo covers lots of business needs, not all the 7,300 apps are related to eCommerce.

2 There are 2,462 modules available with v1.6.1 compatibility.

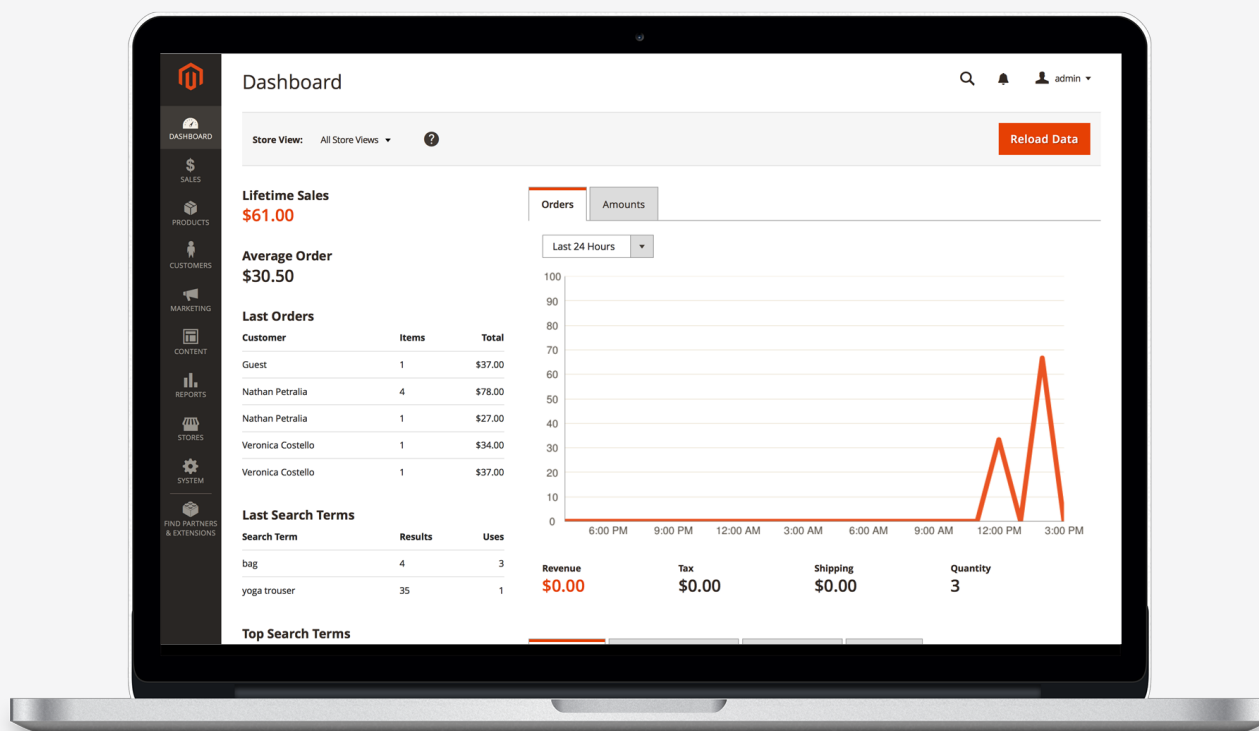
# User Interface

With software applications in many different industries, one of the most commonly underdeveloped components is the user interface (UI). Many choose to invest less time and resources into designing an optimally functional UI as it is considered a second priority to core functions and back-end developments. This lack of balance typically translates into a poor user experience and minimal impact on productivity.

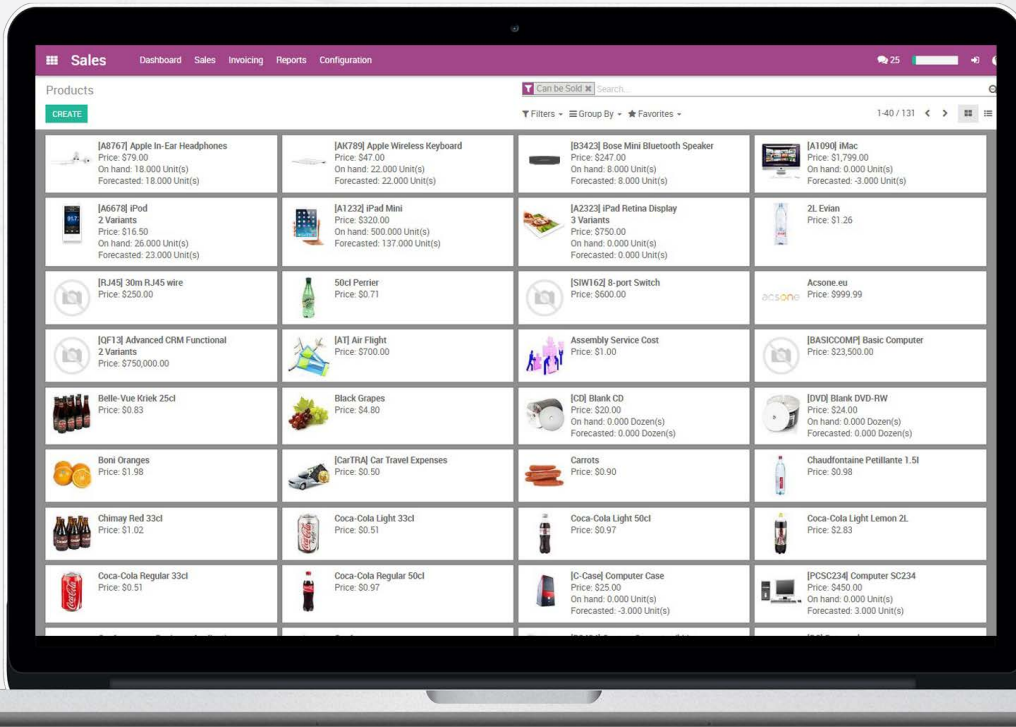
When it comes to efficiency and end-user satisfaction, fine-tuned usability is one of the most important factors in any software. Indeed, a solution must take into account the needs and goals of a user in order to actively help them achieve their objectives. The user interface supports the overall product design in deciphering human factors such as preferences, habits, and learned skills in order for the software to effectively serve its intended purpose. A strongly functional design is critical in providing a positive user experience.

Usability is measured as a software's ability to anticipate what a user might need to do. This includes ensuring that all of the elements in the interface are easy to access, understand, and use. Well designed software will provide usability that helps the users feel comfortable with the system as well as with obtaining their desired result. It will help users perform actions quickly and become more efficient. Best practices also advise having a simple interface with consistency (common elements) and a page layout based on hierarchical importance and flow. Let's have a look at screenshots of the back-end of these four products to compare the layouts of each interface.

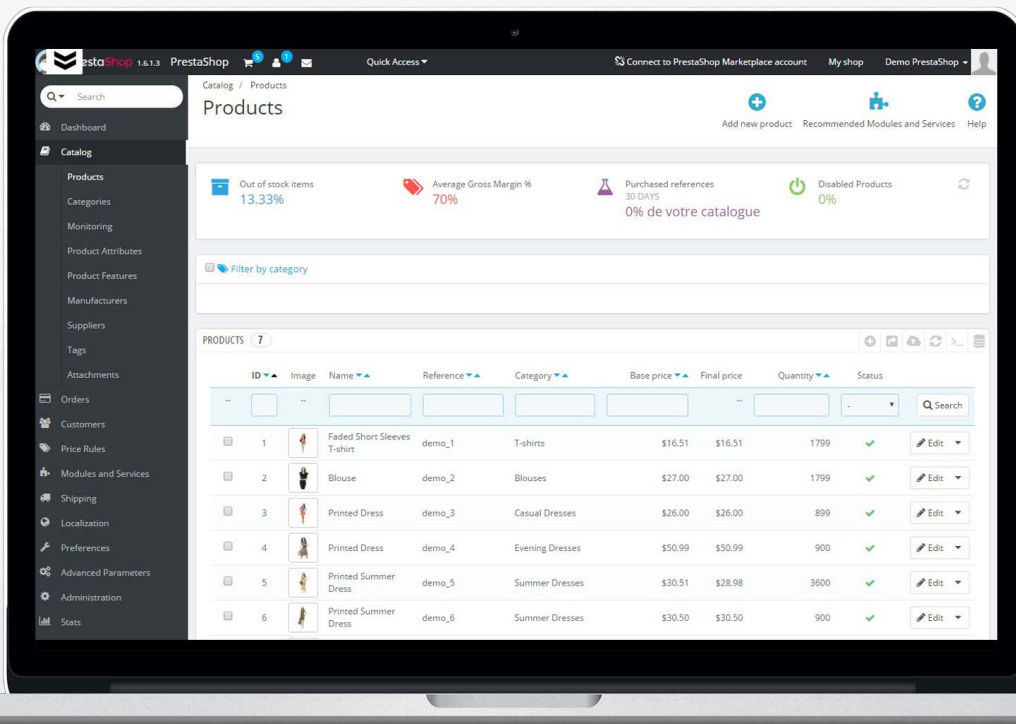
## User Interface - Magento



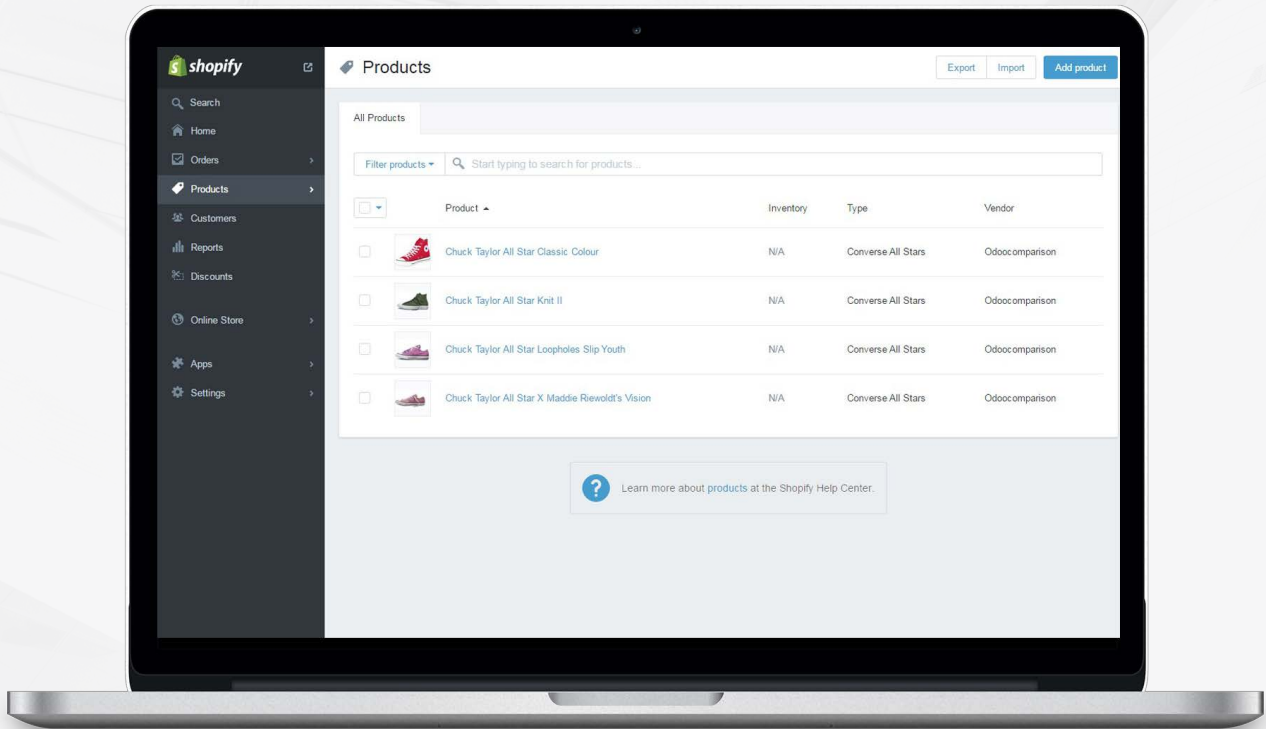
# User Interface - Odoo



# User Interface - PrestaShop



# User Interface - Shopify



Usability	Magento Enterprise	Odoo Enterprise	PrestaShop v1.6.1.3	Shopify Pro
<b>Implementation Cost</b>				
Ease of Setup	★☆☆☆☆	★★★★☆	★★★★☆	★★★★★
Ease of Use	★☆☆☆☆	★★★★☆	★★★★☆	★★★★★
Reports Flexibility	★★★☆☆	★★★★★	★★★☆☆	★★★★☆
Speed / Scalability <sup>1</sup>	★★★☆☆	★★★★☆	★★★☆☆	★★★★★
CDN By Default	✗	✓	✗	✓

<sup>1</sup> See analysis on <http://www.slideshare.net/openobject/odoo-open-source-cms-a-performance-comparison>

# Pricing & Conditions

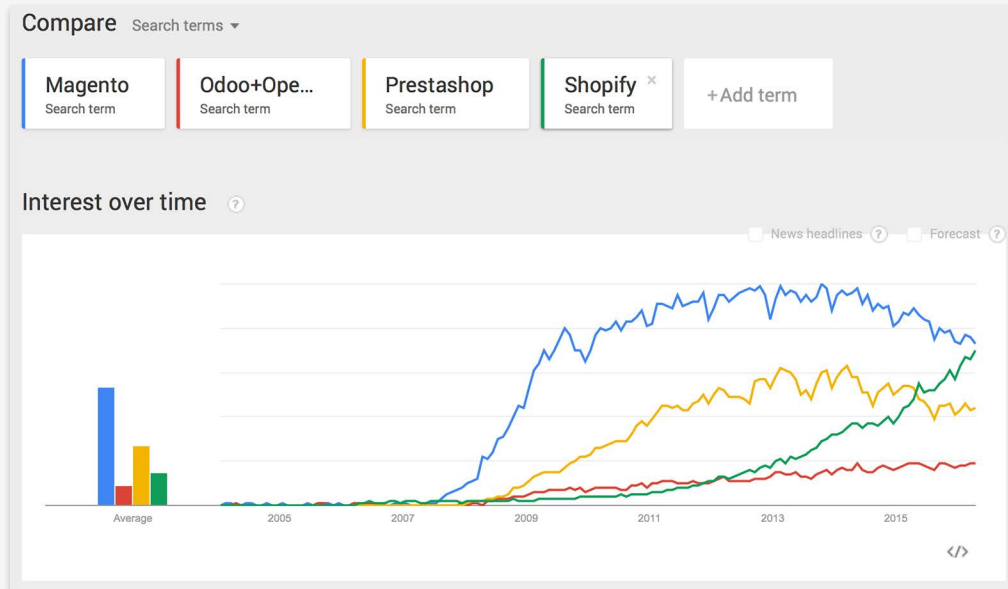
Pricing & Conditions	Magento Enterprise	Odoo Enterprise	PrestaShop v1.6.1.3	Shopify Pro
<b>MONTHLY PRICING</b>	\$1,500	\$25/user <sup>1</sup>	Free	\$79
Free Cloud Version	✗	✓	✗	✗
Contract Duration	Yearly	Yearly	✗	Monthly
Free Trial	✗	✓	n/a	✓
Free Updates	✗	✗	✗	✓
Upgrades to Future Versions	✗	✗	✗	✓
Hosting & Maintenance	✗	✗	n/a	✓
Support	✓	✓	✗ <sup>2</sup>	✓

1 For a minimum of 5 users.

2 Requires buying service packages.

# Market Trends

The following graph was created with the Explore Tool on Google Trends. The color curves show the number of Google searches for the associated keywords. This metric shows the relative consumer interest in each software platform.



Odoo is not an eCommerce dedicated software. It's a suite of business applications where the eCommerce app is integrated with the other ones Odoo offers. The search volume on this graph might include non-eCommerce searches.

User Satisfaction	Magento Enterprise	Odoo Enterprise	PrestaShop v1.6.1.3	Shopify Pro
Ratings on g2Crowd	3.8/5	4.4/5	4.4/5	4.4/5
Ratings on GetApp	4.5/5	n/a	4.0/5	4.2/5
Ratings on Capterra	3.0/5	5.0/5	2.5/5	n/a

1 Odoo was formerly known as OpenERP before 2014, so both keywords were used to reflect the growth since their beginnings.



# Conclusions

All the articles about eCommerce give the same trends: mobile/tablet-friendly, flat design, large images, fast and simple. Moreover, there's a feature that will continuously be improved: the usability for visitors. Software usability has to keep the "codes" in order to satisfy the user and help them become more productive. This applies for the merchant too, keeping the "codes" satisfies the buyer and increase their sales.

With this comparison, we can see how difficult it is for eCommerce software to have both features and usability. On one hand, Magento and PrestaShop have a lot of features, but their usability has to be improved. On the opposite, Shopify doesn't have native features, but shows real progress in usability. In the middle, we find Odoo with many unique features and a very good and satisfying usability interface.

Previously dedicated to ERP, Odoo is far from being mature in its eCommerce app, but it offers many possibilities. Odoo eCommerce developments are in their infancy. The app is very promising, without forgetting the integration with the other apps of the business solution.

When choosing your eCommerce software, don't forget to picture your business in the upcoming years. This will help you to make the right choices today and have control over your growth. Think about an eCommerce software that can be easily integrated with other business solutions.

An easy integration means that it has to be simple and fast while also incurring minimal implementation costs. The ideal solution would be to integrate with your eCommerce software other solutions which look alike. You will be at ease with the back-end interface without losing any productivity. This is how business application suites come in handy.

# Our Solutions



**Digital Commerce**  
Integrated eCommerce, digital marketing and sales with automation.



**HR Employee Portal**  
Quick and easy access to HR-related transactions and services.



**Wholesale Distribution**  
Specialised wholesale distribution industry solutions.



**Services**  
Professional and field service management solutions.



**Manufacturing**  
Flexible, integrated, and extensible manufacturing ERP software.



**Workspace**  
Email, office, conferencing and cloud solutions.

## Contact information

**nio**

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