

WHAT SHOPIFY DOES WELL

- SaaS solution that is simple to set up; no technical background required
- Focus on Usability
- Backend usability - responsive template easily customizable
- Powerful API
- High international visibility because of strong marketing

HOW SHOPIFY SELLS AGAINST SHOPWARE 6?

- Shopware has greater experience as an on-premises solution and has only recently started focusing on SaaS
- Shopify offers more than 2.500 Apps in their Store – and so can deliver a much better ecosystem
- Shopware is not as broadly positioned internationally as Shopify
- Shopware is more complex and therefore less suitable for SMEs
- Shopify is a good solution for quickly, safely, and professionally entering the market
- Shopify offers a free-of-charge customer support for every merchant
- Shopify does not incorporate costs for designers and developers – as they are simply not needed
- Shopify+ is dedicated for larger enterprises and as cloud native solution able to offer a broader range of capabilities such as POS

ELEVATOR PITCH AGAINST SHOPIFY

„In contrast to Shopify, as a retailer with Shopware you have complete control and flexibility over your own business success. At the same time, you will be able to stand out from the crowd by creating unique shopping experiences, using the full range of functions of a modern shop system, and ensuring your future viability through maximum scalability.“

GUIDING QUESTIONS

- Do you want to be in control of your own success?
- Do you want to stand out from the crowd or remain in it?
- Do you want to inspire your customers and deliver a unique shopping experience?
- Do you want to possess of all relevant capabilities a modern shop has today?
- Do you want that your personal data as well as those of your customers remain safe?
- Do you want to receive the best support possible for your business?

HOW SHOPWARE 6 SELLS AGAINST SHOPIFY

- Unlike Shopware, Shopify is not multilingual, multi-currency or capable of supporting multiple shop instances
- Shopify is a closed solution with limited customization possibilities (except via API and template)
- Shopify charges transaction fees, which makes the business case with increasing sales less attractive, and predictability of costs is difficult
- Shopware 6 offers stronger content/commerce possibilities (Shopping Experiences, Storytelling, etc.)
- Shopify lags towards Shopware in category management, scale- and individual pricing, invoicing and data protection
- Shopify has difficulties in providing an adequate service for their support customers