



# Three Reasons Why Now is the Time for Full-Service Ecommerce





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# The State of the Software Industry

We live in a highly competitive global software marketplace. It is a constantly evolving multi-billion dollar industry with new competitors entering the space every day for a chance to become a leader like Microsoft, Oracle, or IBM.

Meanwhile, [ecommerce sales growth continues to ramp up](#) with 16 percent of sales growth stemming from the [U.S. alone](#). This presents a massive opportunity for the steady influx of new companies joining the software space.

However, the influx of new competitors, rise of a global marketplace, and increased ecommerce complexities have contributed to the 80 percent failure rate for [ecommerce companies](#). Many companies are left feeling overwhelmed by the increasing competition and complexity in the software industry, and they find themselves at the risk of falling behind their larger competitors.

## 01

# Companies and Shoppers are Adopting a Global Mindset

The steady stream of new competitors offers a consistent disruption to the ecosystem with fast growth and innovation. In order to compete, companies must not only deliver products that out innovate their competitors, they must also deliver a world-class ecommerce experience that exceeds the high expectations of busy online shoppers.

A crucial strategy in this often times volatile existence is a [global mindset that focuses on offering localized shopping experiences](#) for every customer.

*“Thanks to FastSpring’s ability to localize payments, customers are now seeing the price presented in their own currency, with clear information about the prevailing rate of Taxation. This has inspired buyer confidence, significantly reducing our cart abandonment rate by 30%.”*

SIMON BANGS, GLOBAL BRAND MANAGER, INMUSIC

The companies that adhere to this global/local experience are seeing significant success. In fact, one study of 50 successful SaaS companies found that [those with localized pricing outgrew their competitors by 30% or more](#). Many companies are struggling in this competitive global landscape due in part to an outdated, underperforming, and often disjointed ecommerce solution.

## 02

# Companies Selling Online are Experiencing Increased Cost, Complexity, and Risk

Selling online has swiftly transitioned from a “nice-to-have” to a vital role in the success of software companies around the world. However, [selling online has only become more complex](#) as governing bodies around the world attempt to regulate the fast-growing ecommerce industry.

For example, the way companies handle the personal data of EU residents went through a radical transformation in 2018 with the [European Union General Data Protection Regulation](#). The most significant aspect of this regulation is that it requires all companies to comply whether or not they reside within the EU.

Following the GDPR, the ecommerce industry saw another big shift with the [Wayfair state tax ruling](#) that now requires ecommerce companies to collect and remit sales tax on a state by state basis. [This has a major influence on the way companies handle online sales from global customers.](#)

The full impact of these and many other changes in global regulation are yet to be completely realized, but companies around the world need to be prepared or face hefty fines and legal issues.

## 03

# Weak Conversion Rates are Interfering with Revenue Potential

Companies are missing out on valuable revenue by ignoring the issues driving cart abandonment, and it is holding them back from competing on a global scale. The [average online shopping cart abandon rate is 69.89%](#).

Less than stellar conversion rates are also holding companies back from growth and innovation.

### **The top reasons for abandonment include:**

- Extra costs—shopping, tax, fees
- Required account creation
- Too long/complicated checkout process
- Inability to calculate total order cost up-front
- Lack of trust with credit card information
- Website errors
- Delayed or slow delivery
- Unsatisfactory return policy
- Not enough payment methods
- Credit card was declined

# Building Your Online Store

## In-House vs. Outsourced

### In-House

#### Pros

- **Build What You Need**  
An in-house solution can be built to suit your organization's specific needs.
- **Support on Site**  
Issues can be resolved internally with your own team.
- **Reduced Costs**  
Potentially save money by keeping ecommerce costs internal.

#### Cons

- **Time-Consuming**  
Building an online store can take months, and requires a heavy investment in dev resources which takes time away from innovation and product development.
- **Lack of Expertise**  
Ecommerce is complicated. You can't expect your IT and Engineering teams to know exactly what to build that will prevent potential legal issues and costly fees.
- **Security Issues**  
Providing a secure shopping experience for customers around the world is a 24/7 job on its own, and a huge liability for businesses.

# Outsourced

## Pros

- **Ease-Of-Use**  
Setting up and maintaining your online store is much easier with an ecommerce solution built to support your business.
- **Save Time and Resources**  
Your development teams can focus on creating innovative products instead of building and maintaining your online store.
- **Access To a Helpful Knowledge Base and Customer Support**  
An outsourced ecommerce solution will provide technical documentations and customer support to keep your store live and help your business grow.

## Cons

- **Finding the Right Solution for Your Company**  
There are a lot of solutions available that claim to help businesses manage their online store.
- **Budget**  
Selecting an ecommerce solution to run your online store is a significant investment. Take your time to find an ecommerce solution that will not only fit your budget today, but grow alongside your company.



# How to Succeed in a Highly Competitive Global Marketplace

## Why You Need a Trusted Partner with a Full-Service Ecommerce Service

Ecommerce is not a set it and forget it kind of endeavor. In order to compete and win in the congested, global competitive landscape, [companies have to compete big yet stay lean and nimble](#).

You need a trusted partner with a full-service ecommerce solution that grows alongside your company and adapts to changing needs and preferences. You need to have the ability to build and operate a dynamic, branded online store that delivers localized shopping experiences for every customer while maintaining compliance with all taxes and regulation.

Are you ready to out innovate competition, expand your global footprint, deliver a world-class shopping experience, grow revenue faster, and eliminate cost and risk?



## Introducing FastSpring

FastSpring is the world's leading full-service ecommerce solution that partners with software companies to increase global revenue.

FastSpring customers outperform their competition, expand their global footprint, and deliver a world-class shopping experience.

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***“With FastSpring’s partnership and full-service ecommerce service, we were able to realize a 40% increase in conversion rate while reducing the resources needed to maintain and operate our ecommerce business by 50%.”***

JAN HYLDEBRANDT LARSEN, VP OF SOFTWARE BUSINESS, CAPTURE ONE

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### With FastSpring, you can:

- Grow global revenues by 30% or more.
- Accelerate product and ecommerce innovation.
- Dramatically reduce the cost, complexity, and risk of global ecommerce operations.



Your Full-Service Ecommerce Partner

[Learn More](#)