**OVERVIEW**

The following is a list and explanation of the criteria used to evaluate various "shopping cart" options. Criteria are weighted according to their perceived importance, and each criterion is rated on a scale of 1 - 5. Weights were assigned by consensus of the ND Marketplace Team; weights add up to 1, or 100%.

**CRITERIA AND EVALUATION WEIGHT**

**GENERAL FUNCTIONALITY** - .20 WEIGHT
Is the interface intuitive and logical? Are the options clearly presented? Is the program easy to use?

**REPORTING** - .06 WEIGHT
Does the program produce sales, activity, product, and or other reports? Are the reports comprehensive, containing pertinent information? Are the reports downloadable?

**INVENTORY MANAGEMENT** - .03 WEIGHT
Is inventory management available in the software? Is the feature easy to use, intuitive, and logical?

**CUSTOMIZATION** - .04 WEIGHT
Is the program customizable to meet the needs of the user? Do customizations within the program cause unexpected or unwanted problems?

**PMT. GATEWAY OPTIONS** - .05 WEIGHT
Does the program interface with multiple, well-known payment gateways?

**SECURE** - .09 WEIGHT
Are transactions that take place in the program's storefront secure? Does the program use SSL or some other type of security technology to encrypt or otherwise secure user data?

**LENGTH OF CREDIT CARD NUMBER STORAGE** - .08 WEIGHT
Does the program store credit card numbers in any form? If so, for what period of time? Are the numbers encrypted in the store's database?

**USABILITY** - .08 WEIGHT
Is the administrative interface of the program intuitive and logically designed? What level of technical expertise is required for day-to-day use of the program?

**ACCESS RESTRICTION** - .08 WEIGHT
Does the program interface with LDAP, NT Basic Authentication, or some other type of user authentication service? Do options exist within the program to grant or deny user privileges?

**RELIABILITY AND STABILITY** - .05 WEIGHT
Are the program's operations stable? How reliable is the program in a given situation?

**SCALABILITY** - .01 WEIGHT
Will the program, or does the program, provide the resources that you need when you need them?

**VENDOR STABILITY** - .04 WEIGHT
How (apparently) financially stable is the vendor?

**CUSTOMER BASE** - .01 WEIGHT
Does the vendor have a wide and varied customer base? Does the base include well-known companies?

**HIGHER EDUCATION EXPOSURE** - .01 WEIGHT
Does the vendor have experience in dealing with higher education customers?

**CUSTOMER SERVICE AND SUPPORT** - .07 WEIGHT
Are problems/issues/questions answered and or resolved quickly and appropriately?

**CONTRACT** - .05 WEIGHT
Due to the time-intensive nature of evaluating this criterion, it was not calculated with the included aggregate ratings. "Contract" attempts to determine: Are the legal risks presented by the vendor's contract and terms manageable by the University?

**COST** - .05 WEIGHT
Due to the time-intensive nature of evaluating this criterion, it was not calculated with the included aggregate ratings. "Cost" attempts to determine: Is the cost of the product reasonable when compared to other solutions?

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1 These criteria will be evaluated in the future if other criteria indicate that the solution in question is viable.
EVALUATED SHOPPING CARTS

Shopping cart software packages were initially examined, evaluated, and eliminated based on a perusal of the services offered by that particular company. Shopping carts which remained after elimination were subjected to a comprehensive evaluation using the criteria defined by our team.

ABLECOMMERCE  MERCHANDIZER
YAHOO STORES  NETCONCEPTS
STOREFRONT  PROCART
PORTLINE  SHOPIFACTORY
AUTOMATED SHOPS  WEBGENIE
COMERSUS  CLICKCARTPRO
MAL'S E-COMMERCE  INSTANTESTORE
MOUNTAIN NETWORK SYSTEMS  MONSTERCOMMERCE
X-CART  OSCOREMERE
BLUEHUB  ZOOVY
CYBERSTRONG  SEQUOIA ePOS

RESULTS

Based upon the results of our analysis and the advice of our technical partners in OIT, AbleCommerce was determined to be the best software package for use in ND Marketplace. Although there were several solutions which scored well in our opinion (e.g. Sequoia ePOS, InstanteStore, and StoreFront), AbleCommerce was the ultimate winner. The application has a balanced score with regard to the areas evaluated; is a cost-effective solution; and is a good match for our technical skills insomuch as there is a ColdFusion based version of the software in addition to the ASP version.