



 **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
Catalog Management				
Configurable Products (Variants, Attributes, etc.)	✓	✓	✓	app
Product Inline Page Builder	✗	✓	✗	✗
Digital Products	✓	✓	✓	✓
Product Reviews	✓	✓	✓	✓
Recurring Products (Subscriptions)	extension	✓	addon	app
Inventory Management				
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
General				
WYSIWYG Editor	✓	✓	✓	✓
Drag & Drop Page Builder (Building Blocks)	✗	✓	✗	✗
Responsive Web Design	✓	✓	✓	✓
Auto-Generated Sitemaps	✓	✓	✓	✓
Customizable HTML/CSS	✓	✓	✓	✓
Available Themes	2 ¹	80 ²	1340+ ³	156
eCommerce Usability				
Breadcrumb Navigation	✓	✓	✓	✓
Site Search Engine	✓	✓	✓	✓
Sorting of Search Results	✓	addon	✓	✓
Product				
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
Reports				
Sales Report	✓	✓	✓	✓
Inventory Reports	✓	✓	✓	✓
Subscription KPIs (MRR, Churn, etc.)	✗	✓	✗	✗
Google Analytics Integration	extension	✓	✓	✓
Product Performance Reports	✓	✓	✓	✓
Sales Summary Reports	✓	✓	✓	✓
Site Search Report	✓	✗	✓	✗
Report Engine				
Dynamic Graphs	extension	✓	✗	✗
Dynamic Pivot Table	✗	✓	✗	✗
Customizable Dashboard	✓	✓	✗	app
Export Report to Excel	✗ ¹	✓	addon	✓

1 Available with extension for Community Edition.

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

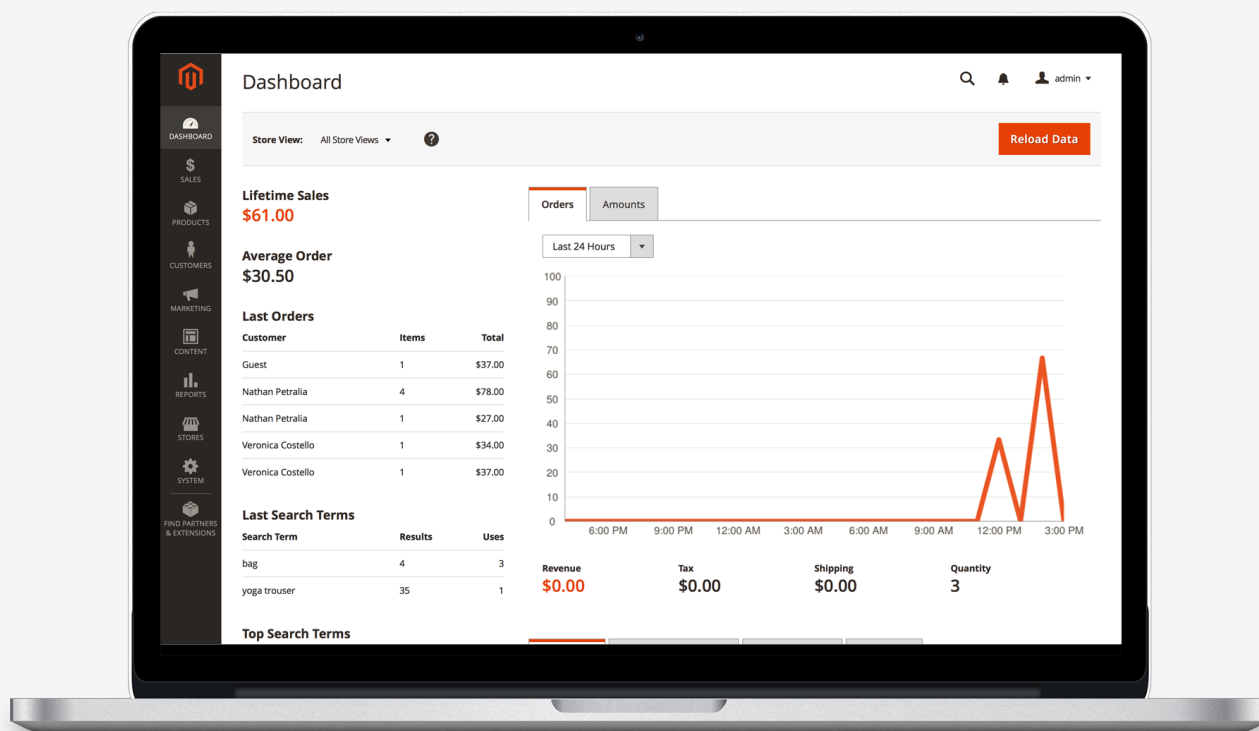
User Interface

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.

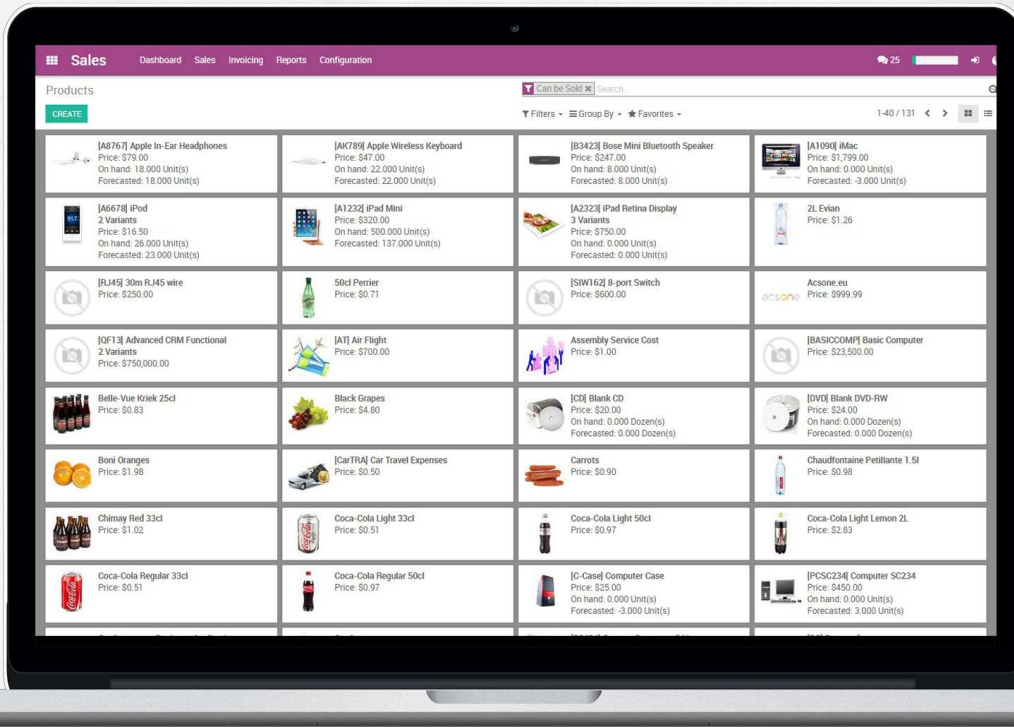
When it comes to efficiency and end-user satisfaction, fine-tuned usability is one of the most important factors in any software. Indeed, a solution must take into account the needs and goals of a user in order to actively help them achieve their objectives. The user interface supports the overall product 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.

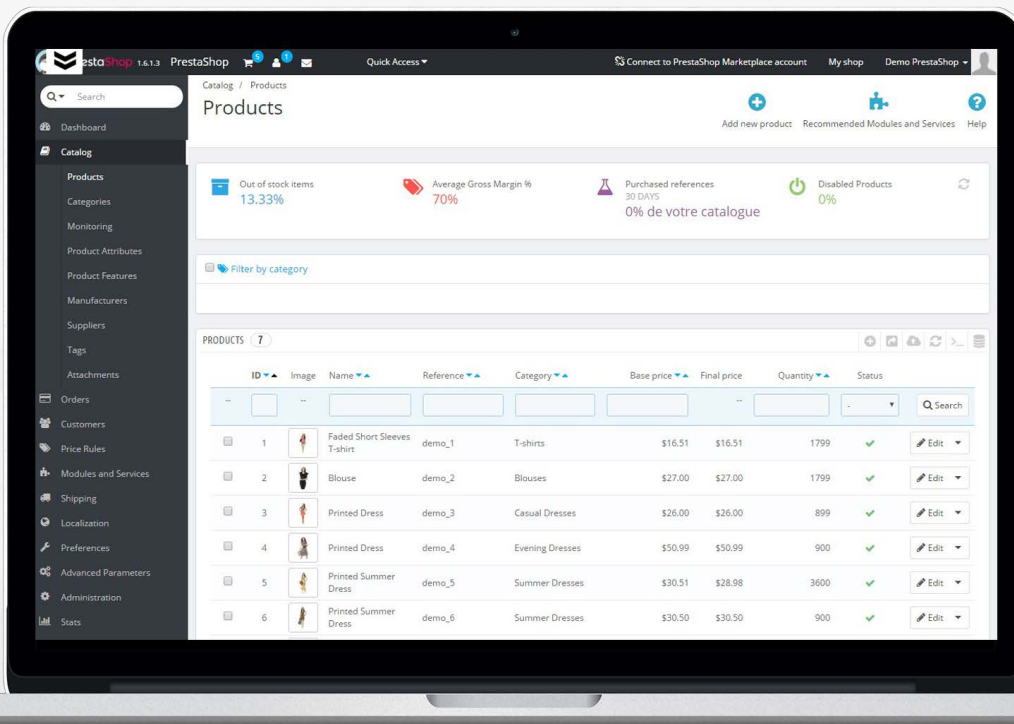
User Interface - Magento



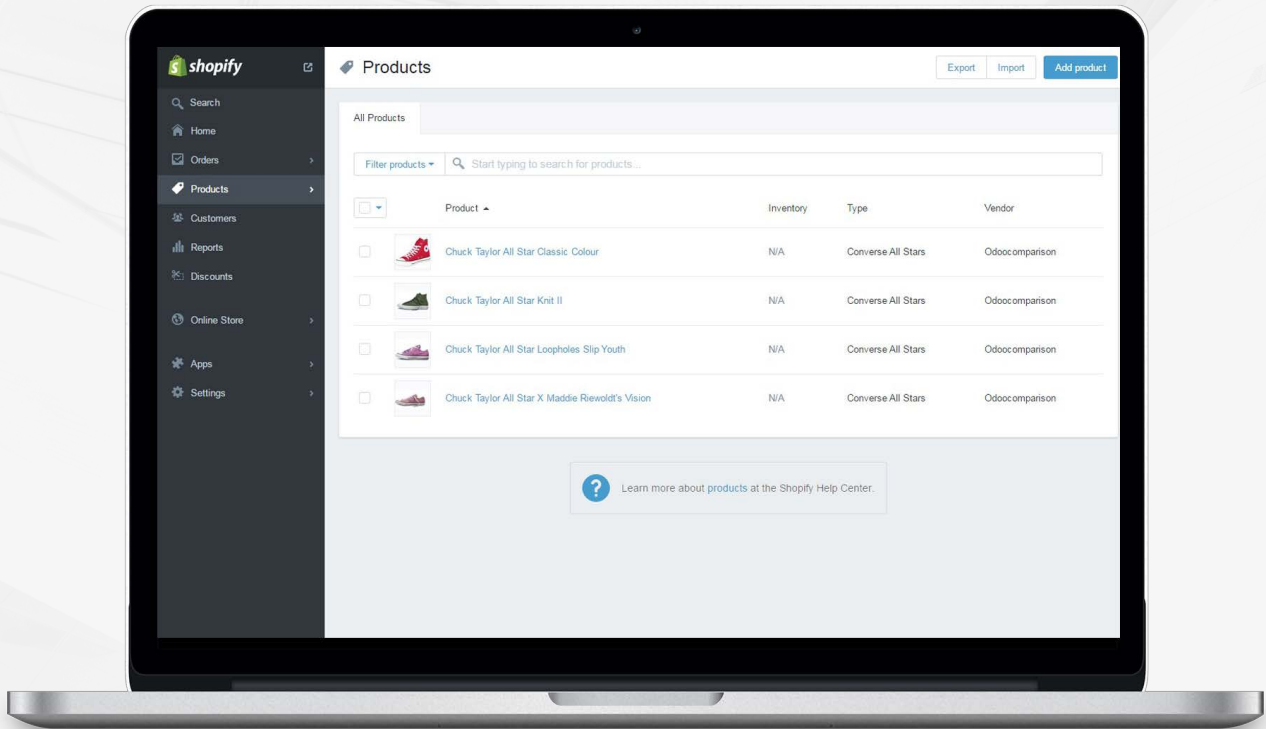
User Interface - Odoo



User Interface - PrestaShop



User Interface - Shopify



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

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

Pricing & Conditions

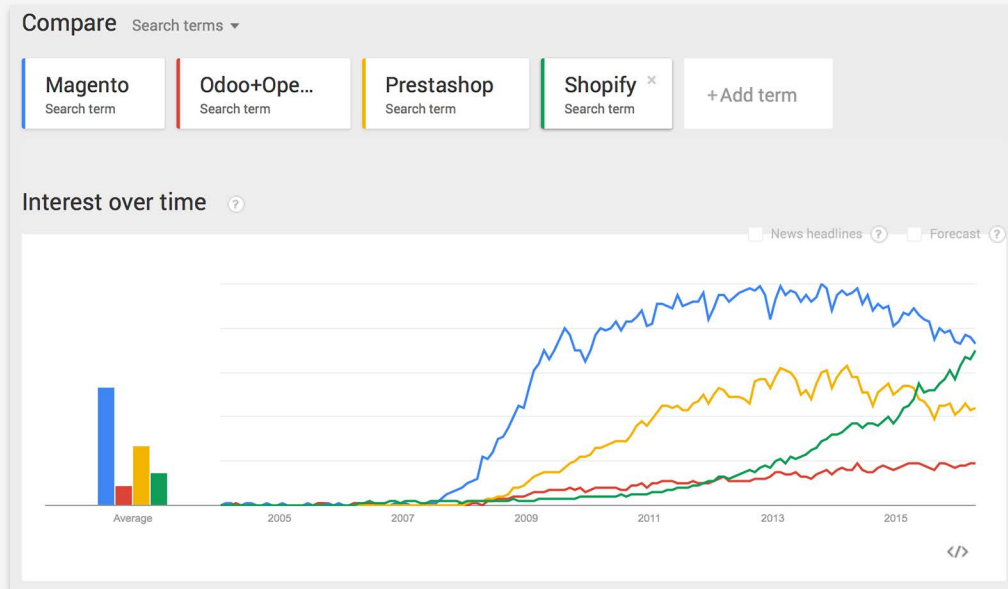
Pricing & Conditions	Magento Enterprise	Odoo Enterprise	PrestaShop v1.6.1.3	Shopify Pro
MONTHLY PRICING	\$1,500	\$25/user ¹	Free	\$79
Free Cloud Version	✗	✓	✗	✗
Contract Duration	Yearly	Yearly	✗	Monthly
Free Trial	✗	✓	n/a	✓
Free Updates	✗	✗	✗	✓
Upgrades to Future Versions	✗	✗	✗	✓
Hosting & Maintenance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

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.