

LiveArea Strategy Services

Strategy and digital transformation.

Digital transformation begins with strategy – a clear vision of where you are today, where you want to be tomorrow, and how you get there. This transformation may be as simple as refining the path to purchase or as complex as reshaping your commerce infrastructure.

At LiveArea, we collaborate with clients to define and apply commerce strategy on all fronts – B2C and B2B, in-store and online – for emerging brands and well-established global enterprises.

Our seasoned experts specialize in turning your goals into strategies that deliver measurable results. We blend digital knowledge with industry-specific insight to develop phased roadmaps, organizational models, and essential frameworks all tied back to desired outcomes. We guide you step-by-step through the execution of these plans, which typically include total cost of ownership and return on investment analysis.

Our comprehensive commerce strategy and consulting services emphasize data-driven decision making. We leverage emerging technologies and best practices curated over thousands of commerce engagements to deliver keen insights and actionable initiatives. Engagements can be short, tactical missions focusing on a single work stream or extensive explorations of emerging opportunities, new markets, expanded product and service offerings, or channel performance.

Strategy Services

- Digital strategy and transformation
- Platform evaluation and selection
- Organizational and business readiness
- Omni-channel strategy
- Roadmaps and prioritization frameworks
- Business user training and enablement

Platform Evaluation and Selection

Making the right choice.

Selecting a commerce platform is a complex decision. No single formula applies. And, the standard methodology for selecting a new environment is increasingly inadequate as commerce technologies continuously evolve and grow more complex – along with the vendor landscape.

In response, LiveArea offers a Platform Evaluation and Selection to assist clients in evaluating and choosing the optimal commerce platform. Using proven methodologies based on real-world insights and experience, commerce strategy and technology experts can guide your commerce technology decisions.

We understand all aspects of platform selection – and from many points of view: commerce executives, marketing teams, business users, procurement, infrastructure, and technology teams and more.

Identify. Analyze. Evaluate. Recommend.

Throughout the selection process, we serve as advisors, leading the discovery and due diligence required for a commerce investment.

Our approach is vendor-agnostic, and our experience extends across leading commerce platforms. Careful consideration is given to all systems within a commerce infrastructure and a premium is placed on vendors that provide complete solutions requiring minimal integration time and expense, and the highest return on your investment.

Based on our discovery and analysis, a detailed platform recommendation is delivered along with a technology roadmap and phased timeline aligned with your priorities.

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Learn more about LiveArea Strategy Services
contactus@liveareacx.com