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Magento Go: a Viable Magento Shopping Cart Solution in the Cloud Era by Grey Matter India

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"The invariable growth in the retail sector led to an expansion of the online market. With millions of online shops prevailing on the internet, customers have a wide option to choose from while buying a commodity or service, thereby increasing the competition among the online retail shop owners. In such a scenario, it is vital to have a robust technology that would help to craft attractive and effective web stores in the otherwise dormant market.

Contending among various platforms, Magento eCommerce development is one technology that ably wielded its position as a solitary answer to all the eCommerce needs. It offers a complete control to your online shop and is a feature-rich open source platform. Attracting a broader section of customers, Magento owns a multi-store retailing functionality. It is a distinctive open source platform offering flexibility on different parameters such as content, functionality, look etc. Magento includes a plethora of inbuilt eCommerce functionality such as Order editing, product browsing, shipment and payment, order tracking, etc, which makes Magento eCommerce platform a viable development package.

Due to its extensive scalability, Magento offers third party integration and easy transition to market. However, for availing all the said website advantages, developers play a vital role. Experienced and skilled Magento developers and Magento certified partners often offer cross-browser compatibility for all the themes. Although, it is a flexible platform, a right Magento service provider extends the websiteâ€™s functionality seamlessly; thus, making a full use of technology and empowering users with customized solutions catering to their unique business needs.

Further, Magento launched its Go services. Magento Go is a SaaS (Software as a Service) supporting Cloud. To extend the leading open source platform, Go appears as a viable choice for online merchants. As a hosted platform, Magento Go offers more benefits when compared to its merchant counterparts. It takes away the cost and headache of maintaining and setting up servers physically at a client location. Secondly, it offers a major benefit in the form of Payment Card Industry (PCI) requirements. â€˜Goâ€™ is faster to set up and easy to use.

â€˜Goâ€™ portrays several benefits and features as follows:

Registration and Prices: Being a SaaS, Magento Go is a rented eCommerce service that includes four pricing plans that range from $15 per month to $125 per month, depending on the level of support the merchant wants.

The registration process is easy enough, although a little slow (probably due to the novelty of services).

Theme selection and customization:Magento remains flexible and highly customizable. It offers dashboard and comprehensible user interface. The navigation is intuitive and developed with an intention to offer simplicity to even those who do not possess much of a web experience. Its Go version lets you explore through easy interaction with the administration panel.

Fortunately, user has control over the customization. CSS knowledge is necessary to build customized designs the user satisfaction.

Compared to other SaaS eCommerce platform, Magento open source eCommerce asks for a lot

more product information; which means, it takes a bit longer to process. However, it also means that there is a better data and functionality added to Magento eCommerce development. Overall, its product management is extremely robust as it includes the ability to upload product listing in bulk. From experienced individuals to the newbie store owners, Magento Go is a platform worth adopting."

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Grey Matter India (GMI) Technologies Pvt. Ltd. is a leading IT services and solutions provider that excels at providing Magento Shopping cart solutions and delivering sophisticated Magento eCommerce Development service.

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