

## **FitForCommerce Proclaims**

### **“The eCommerce Technology Market is Back”**

*Key Indicators Point to Strong eCommerce Investment Recovery and Growth*

**Short Hills, NJ—(June 7, 2010)** – As the leading consultancy and analyst firm focused exclusively on the eCommerce industry, **FitForCommerce** ([www.fitforcommerce.com](http://www.fitforcommerce.com)) is officially advising online retailers and providers alike that the market for eCommerce technology investment is back.

Often referred to as an eCommerce “matchmaker,” FitForCommerce connects online retailers with best-fit eCommerce technology solutions and providers based on a rigorous requirements and selection process.

“Operating at the intersection of what one-half of the market needs and what the other half can provide, FitForCommerce possesses a unique vantage on eCommerce investment and selection,” said Bernardine Wu, FitForCommerce’s Founder and CEO. “And from everything we’re seeing, all indications point to a strong recovery and growth trajectory, which began in the first quarter of 2010 and only continues to scale up.”

FitForCommerce, in dealing with hundreds of online retailers and eCommerce providers, suggests it is seeing a preponderance of evidence to support its view:

- **High Inbound Requests**—A 196% increase (last six months versus prior six months) in inbound inquiries to FitForCommerce from all eCommerce segments by current and potential clients requesting assistance shows a high interest in making imminent upgrades and significant purchasing decisions.
- **Broader Purchasing Interest**—Increasingly, FitForCommerce has observed that online retailers are evaluating and budgeting for a wider array of upgrades, enhancements and new solutions. Last year the majority minimized investing to only one or two (if any). Key investment areas include complete re-platforming, order management systems, fulfillment/operations outsourcing, personalization, social networking and mobile.
- **Increased Job Opportunities and Hiring Activity**—FitForCommerce has seen a 3x increase year-over-year in eCommerce job openings at all levels amongst the companies with which it works; this can be viewed as a harbinger of additional technology spending to come. Additionally, companies are focusing on organizational reengineering to put in place the human infrastructure for growth.
- **Investment and M&A**—FitForCommerce is increasingly being sought out by the investment community looking for guidance on M&A and potential investments, showing

there is growing liquidity in the sector. Generally, these investors are looking for strategic, growth-oriented purchases instead of the low-budget, distressed purchases of 2009.

“There has been so much pent-up demand over the last 18 months across the industry – companies trying to preserve cash and holding back on purchases until they saw light at the end of the tunnel,” added Ms. Wu, one of the foremost authorities on eCommerce. “Many are now using this juncture as an opportunity to begin leapfrogging their competition – but to do so requires strategic decisions, hiring, purchases and improvements.”

Ms. Wu conceived and developed the sold-out eCommerce Technology Workshop at this week’s Internet Retailer Conference & Exhibition (IRCE) in Chicago, where for the third year in a row, FitForCommerce has been selected to operate the IRCE Exhibit Hall Navigation Desk on behalf of the show’s organizer – *Internet Retailer*.

### **About FitForCommerce**

FitforCommerce provides on-demand tools and expertise to help eCommerce businesses analyze business and technical requirements, leverage best practices, gain visibility to market offerings and select "best fit" technology solutions. For additional information, please visit [www.FitForCommerce.com](http://www.FitForCommerce.com) or email [media@fitforcommerce.com](mailto:media@fitforcommerce.com).

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