

# Who puts the 'e' in e-commerce

## The top application and service providers who teamed up with the 2009 Top 500 e-retailers to streamline online operations

By Bill Briggs

Some very small e-retailers are run by technology wizards who develop and maintain their own software, and some very large web retailers have an army of programmers and technical staff to handle e-commerce operations needs internally. For everyone else, there are hundreds of application and service providers who keep web retailers' web sites running so consumers can buy whenever they choose to shop.

Retailers listed in the 2009 Internet Retailer Top 500 Guide rely on hundreds of providers to ensure shoppers are able to find, compare, order, pay for and, if necessary, return products using technology tools on the retailers' web sites—all as seamlessly and hassle-free as possible.

The top three providers in each of 21 technology and services categories served anywhere from 17 to 458 of the Top 500 retailers, according to data from the current

guide. *Internet Retailer* added three new categories to the 2009 research: customer reviews and forums, live chat/click-to-call, and personalization.

In the 2009 Internet Retailer Top 500 Guide, retailers identified whether they develop technology in-house, work with providers, or do both. The following report examines the vendors in each technology category cited most often by Top 500 retailers. The top three vendors in each category were determined by research that has been published in the Top 500 Guide. Data was gathered by *Internet Retailer* from January through April of this year, and the provider rankings are based on the frequency with which providers were cited by merchants in the 2009 Top 500 Guide. The following summaries include the top providers in each category, the number of times retailers cited them and three of their leading retailer clients.

### PAYMENTS SYSTEMS

#### More options?

Despite lingering security concerns about doing business online in foreign markets, there are indications that these new markets can be a significant boost to sales. For example, letting European shoppers pay online through their preferred methods can boost overseas sales an average

of 20% to 30%, payments systems provider CyberSource Corp. advises. Although 59% of North American merchants accept international orders, the percentage of these merchants that accept payment methods preferred by overseas consumers is relatively low, CyberSource says.

**1. Chase Paymentech Solutions LLC,**  
113 Top 500 clients, including:  
Amazon.com Inc. (No. 1)  
Costco Wholesale Corp. (No. 14)  
Zappos.com Inc. (No. 27)

**2. PayPal Inc., 75 Top 500 clients,**  
including:  
SonyStyle.com (No. 12)  
Blue Nile Inc. (No. 56)  
YOOX Group (No. 79)

**3. CyberSource Corp.,**  
45 Top 500 clients, including:  
Overstock.com Inc. (No. 29)  
The Home Depot Inc. (No. 43)  
Nike Inc. (No. 49)

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