

# ewiz Commerce vs Other Commerce Alternatives

Promo commerce is too complex for generic storefronts or manual quote workflows. Suppliers and distributors need a platform built around RFQs, customer-specific pricing, inventory visibility, decoration logic, and order workflow control — not a generic tool with promo bolted on.

ewiz Commerce connects these workflows in one promo-native commerce layer — built for how promo is actually searched, quoted, and sold.

## Key friction points

### Commerce workflows not built for promo complexity

#### • Suppliers

Generic storefronts miss pricing tiers, decoration rules, inventory checks, artwork needs, and order validation, leaving teams to handle promo exceptions manually.

#### • Distributors

Reps move across product search, supplier checks, RFQs, pricing, storefronts, and quote-to-order steps before a quote can move forward.

### Out-of-Sync Data

#### • Suppliers

Product data, pricing, inventory, decoration logic, and publishing channels sit apart, causing repeated questions, validation work, and order corrections.

#### • Distributors

Supplier catalogs, pricing, availability, and product details are checked across multiple sources, slowing product discovery and quote accuracy.

### Manually managed RFQs and storefronts

#### • Suppliers

RFQs, distributor requests, order validation, artwork details, and ERP handoffs move through email, spreadsheets, and manual review.

#### • Distributors

Client storefronts, corporate stores, RFQs, approvals, and repeat-order workflows become harder to scale when every update needs manual coordination.

# aws promostack ewiz Commerce

ewiz Commerce is purpose-built for promo — connecting selling, quoting, pricing, product data, and order workflows in one layer. Here's how it removes each friction point:



## Connects product, pricing, and inventory data

- ▶ Product information, pricing, and availability connected directly into commerce workflows
- ▶ 500,000+ live products with real-time pricing and inventory — no repeated checks before quoting or selling
- ▶ 40% fewer inbound distributor inquiries with self-service quoting and order status
- ▶ Clean product data before it reaches storefronts, catalogs, or customer-facing channels



## Strengthens storefront, RFQ, and program control

- ▶ Branded storefronts and corporate stores — client-specific buying experiences built in
- ▶ Customer-specific pricing aligned to accounts, programs, and buying rules
- ▶ RFQ and order workflow support — less manual follow-up across quotes, approvals, and order capture
- ▶ 40% of virtual samples convert to orders



## Simplifies promo commerce workflows

- ▶ RFQs, quoting, customer-specific pricing, storefronts, and order workflows in one connected structure
- ▶ Built for both sides: distributor-facing commerce and client-facing selling workflows
- ▶ Quote-to-order in one flow — fewer handoffs from product discovery to confirmed order, and 70% less sales admin time



## Recognized promo commerce credibility

- ▶ 2024 PPAI Pyramid Award winner
- ▶ Purpose-built for promo suppliers and distributors — not a generic platform adapted for the industry
- ▶ Part of the aws promostack ecosystem connecting PromoERP, ewiz Commerce, Back Office Services, and AI Suite

## Key takeaways

1.

Generic commerce tools do not handle the promo stack — quoting, pricing, product data, storefronts, and order movement need to be connected, not patched together.

2.

ewiz Commerce removes that friction — RFQs, customer-specific pricing, supplier data, and storefront workflows in one connected layer.

3.

Promo commerce platform with a 2024 PPAI Pyramid Award — built for scale, not bolted together.

# ewiz Commerce versus the Competitors

ewiz Commerce is built specifically for promotional products commerce, helping suppliers and distributors manage selling, quoting, storefront, pricing, product data, and order workflows in one connected layer. Here's how it removes each friction point:

Key Capability	ewiz Commerce	Generic eCommerce	Promo Catalog/ Sourcing tools	Online Store / Team Store Platforms	Custom / Manual Workflows
Promo-specific commerce workflows	Built for promo	Generic	Partial	Store-led	Manual
RFQ-to-Order Support	Built-in	Limited	Partial	Limited	Manual
Customer-Specific Pricing	Configurable	Custom set-up	Limited	Partial	Manual
Client Storefronts / Corporate Stores	Built-in	Generic	Partial	Built for promo	Custom
Supplier Data + Inventory Visibility	Connected	Custom set-up	Partial	Partial	Manual checks
Decoration & Order Logic	Supported	Limited	Limited	Partial	Manual
ERP-Connected Workflows	Supported	Custom set-up	Limited	Partial	Rekeying
Promo commerce awards	PPAI Pyramid Award	Generic	Industry presence	Category presence	None

Native capability built for promo      Not available or generic only

Partial or conditional — requires custom setup, workaround, or add-on

## Key takeaways

1. Promo commerce breaks when product data, pricing, RFQs, and order workflows run across disconnected tools.
2. No generic commerce platform matches ewiz Commerce across promo-specific workflows, industry integrations, and a purpose-built feature set — that is the gap the comparison above shows.