

# Top reasons to use the Magento platform

If you are planning to build an online store and enter the exciting world of ecommerce, you are going to be amazed at the number of options that are available to you. There will be good and bad aspects to all of the different platforms, with many seeming very similar in what they offer.

One of the fastest growing platforms available in the ecommerce market is the Magento eCommerce platform. It comes in two different versions: Magento Community, which is the open source version), and Magento Enterprise, which offers additional functionality for larger retailers.

Given the competing platforms available for an ecommerce site, it's important to know the reasons why you would choose Magento over other platforms.

## WHY YOU SHOULD CHOOSE MAGENTO ECOMMERCE

### OPEN SOURCE



As mentioned before, Magento Community is open source, which means that it is free and able to be altered and utilised in whatever way works for your business. With an expert in Magento working by your side it is possible to turn this free software into an amazing tool for building your [Gold Coast Ecommerce](#) business.

### INTEGRATION

The key to running a successful ecommerce business is to be able to leverage off the tools that are available to you. The benefit of the Magento ecommerce platform is that it offers integration with a number of third party sites that are essential for running an ecommerce business. This includes Sales Force, Google, Xero, and a number of others. It also integrates with a number of payment gateways, such as PayPal and Google Checkout.

### SCALABILITY

Something that often comes with software being open source is that it is very flexible and adaptable to suit your needs. Just as you can customise the software for your specific business, this also means that it can expand as your business grows. It's suitable for small

business as well as large business, operating across international borders.

### **FULLY FEATURED**

The Magento ecommerce platform is rich with features and provides the latest technology to allow any ecommerce business, big or small, existing or just starting out, to provide their customers with the most flawless experience possible. It comes with all the standard features and functions you would expect in any ecommerce platform, with additional features such as stock management, product bundles, and customisable templates.