

Marketlive Goes On Demand

The E-commerce industry is always evolving, and to keep up, the top solution providers know they have to evolve with it or face extinction. E-Commerce solution provider Marketlive is the latest to offer its robust e-commerce platform as an on demand service. While lots of solution providers are going the Software as a Service route, Marketlive intends to make SaaS its sole software delivery method.

From an article originally reported at Internet Retailer. "This will allow our customers to add new e-commerce features without having to go through software upgrades" says the company. Marketlive CIO Marty Boos says "As we add new features, clients will be able to just plug into them."

While Marketlive plans to focus its energy completely on the software as a service model, other e-commerce software vendors are keeping their options open. Most e-commerce software companies offer their solutions in an on demand model, but seem to continue to focus heavily on the platform side of their business.

The announcement of the change in business model comes only weeks after the report that Marketlive had secured \$20 million in capital investment. It's a good bet that the influx in cash will really help the company ramp up its SaaS offering and develop the infrastructure needed to be an On Demand only software vendor.

In the coming days we'll be bringing you our look at e-commerce software as a service, and where it might lead.