

Magento is made to handle Commerce

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There are many s/w (Drupal, Joomla, Wordpress, etc) available in market, why people should use Magento ? It's worth drawing attention to the fact that Magento is a PLATFORM, not software. Software is a product that gives you a package of tools to use. What you get is in the box, so to speak. Nothing more. But a platform is something you can build upon, develop, change, and make into whatever you need it to be. And that's why we use Magento for commerce.

One could almost view Magento as the "WordPress" of e-commerce platforms. While you might not get any direct support from the Magento company with the free version, the amount of community support out there more than makes up for it. If you have a question, someone has already asked it. If you need additional functions, someone has probably already built an extension or plug-in to make it happen. Just like WordPress, Magento is incredibly flexible.

As much commerce as you need. Take one look at the back end of the Magento system and you will see that a good 80% of it is devoted to tracking, shipping, inventory, price management, your customer database, and the list goes on.

If you need it to, a Magento website can function as your own personal CRM (Customer Relationship Management system). As complex as it might sound, Magento is actually very user friendly and intuitive. Editing pages, adding products, and managing resources are simple enough that you don't need a technical genius to make every little adjustment.

Magento literally dominates the e-commerce market with around 26% share; such large scale adoption and popularity shouldn't obviously be without some very strong reasons. Here are some of points :

- Magento is Open Source
- Community Support
- Built for E-Commerce
- Highly Scalable
- High Performance
- Flexible
- Easy Integrations
- Support for Mobile Commerce

If you have not tried Magento ? Then try it, you would love it....