**Accessible & Sturdy development**

**User experience**

* Multiple browser types
* Device types
* Javascript disabled – search, compare, filter
* Caching – UI performance & optimisation
* Database (design) performance & optimisation

**Vendor**

* Catering for multiple browsers & javascript enabled/disabled
* Ad continuity
* Latest technologies….

**Compare Cloudware**

* Scaleability –
* Flexibility –
* Latest technologies…
* Sensible selection of architecture components. System architecture balances functional, service quality, and systems management requirements.
* Industry standard and recognised n-tier design patterns.
* Built to allow a minimal turnaround in implementing ever-evolving business requirements.
* Intuitive user experience
* Efficiency to get the info you want in a minimal number of steps from home page to purchase
* Neural – the site learns and adapts itself from how it is used
* Database driven – dashboard only presents filter choices based on the data withheld.