

3D Commerce Platform Checklist		3DCloud
Make sure to go over this essential checklist when evaluating 3D platform capabilities.		
☐	Cloud-based	Access Software-as-a-Service (SaaS) e-commerce platforms on any web browser.
☐	Tech Support	Support should be there when you need it, 24/7.
☐	Turn-around Time	Allow for fast initial implementation and ongoing additions or changes.
☐	3D Modeling	Develop a mathematical representation of any surface of an object in three dimensions via specialized software.
☐	Security and Secure	Safely share content with team members or third parties; protect customer data. Payments should be possible through multiple secure forms of payment processing.
☐	3D Product Viewer	Develop a mathematical representation of any surface of an object in three dimensions via specialized software.
☐	Image Quality	Visuals should be as close to reality as possible and show design dimensions, color, and texture.
☐	3D Social Media	Create scenes merchandised to marketing objectives and shareable on social media.
☐	Analytics	Track how potential customers interact with product imager and present the most telling metrics in graphs or visuals like heat maps.
☐	3D Photo Replacement	Use 3D models to replace high-cost photoshoots with high-quality 3D renders. Illuminates the details of products with accuracy while displaying a range of variations with realistic lighting.
☐	Scalability	Readiness to handle varying sales volumes; solutions for fulfillment, accounting and warehouse management. CRM, and ERP systems that you can scale upward.
☐	360° Viewer	Generate a panoramic image that surrounds the original shooting point. Convert images uploaded to an app into a 360-degree photo or use a smartphone app to convert them.
☐	Speed	The longer it takes to load your site, the higher the bounce rate. Check loading speeds and verify them.
☐	Real-time Interactive 3D	Interactive 3D means it can interact with the digital world the same way you do with the real world. Experiences include VR, AR, and MR.
☐	Self-service or Managed Options	Choice of managing workflow in hours or outsourcing to the vendor completely.
☐	AR Capabilities	Create merchandised product visuals that meet marketing objectives and share them on social media. This functionality is ideal for marketers to promote and drive traffic to 3D Room Planner apps or digital marketing campaigns on social media sites.
☐	Simplicity	Easy deployment with little or no training.
☐	VR Capabilities	A total immersion experience that blots out the physical world. Using VR devices to inhabit imagined and real-world environments.
☐	Mobile-ready	Mobile-ability should be top-of-mind in your vendor choice.
☐	Google AR for Visual Search	Check into the ability to launch 3D models of your products directly from a Google search results page.
☐	SEO	When evaluating SEO features, check on load time, mobile and desktop.
To learn more about 3D modeling services from 3D Cloud, request a demo.		