SimiCart
Magento in a mobile app

Which solution is the BEST to create

Mobile Commerce App

for your Magento site?

Let's check out the comparison of 6 available solutions

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Before you read...

Hey buddies,

As you're wondering about mobile solutions to make blast with online business, I guess that you may wonder:

-How should I go mobile?

-What solution should I choose?

Well for the first question, no doubt it's mobile app with the highest conversion rate and customer engagement of all strategies.

The second one, though, is a hard question since there are at least 6 available solutions, namely SimiCart, Shopgate, Jmango360, MobiCart, Mofluid, Kancart and each of them has its advantages and disadvantages. Selecting one will mainly depend on your certain demand.

This white paper will help you to have a deep look into SimiCart and how it's compared with other solutions on following aspects:

- Integration with Webstore

- App customization

- Mobile marketing

- Mobile optimization

- Price, support, update.

- Other aspects: Security, Platform support...

Hope that after reading it, you can make the right choice. Any questions are welcome and can be forwarded to support@magestore.com

1. Integration with Magento Webstore

To integrate with Magento, it's not only about working without any conflicts with other extensions and components of Magento sites, but more importantly, the matter of synchronization of product catalog, prices, shipping, taxes…

Criteria	SimiCart	Jmango360	Shopgate	MobiCart	Kancart	Mofluid
Product, Orders, Account synced	**Yes**	Yes	Yes	Yes	Yes	Yes
Product quantity limit	**Unlimited**	Unlimited	5000-100.000	100-5000. $5 for unlimited	Unlimited but only at $135/month	Unlimited
Tax, shipping, Prices synced	**Yes**	Yes	Yes	Yes	N/A	Only Shipping, Prices
Magento Default Payment method supported	**Paypal mobile, COD, Authorize.net, Bank Transfer, CMO, 2Checkout**	Paypal COD, Authorize.net, Bank Transfer, CMO,	Papal Express, Credit card	Paypal, Cash on Delivery, ZooZ Credit	Paypal, Authorize.net, ZooZ	COD , Authorize.net, Bank Transfer, Paypal
Magento Products supported	**Simple, grouped, configurable, virtual and bundle**	Simple and Configurable	N/A	N/A	Simple, Configurable	Simple, Configurable
How to synchronize	**Magento connector**	MageJam	N/A	Magento add-on	N/A	MageJam

Almost all companies now offer app connector for Magento sites which enables product catalog, order and user account integration. Only Mofluid, Jmango360, Shopgate and SimiCart did a good job in integration of shipping, prices, taxes, payment.

Shopgate limits product quantity while MobiCart only offer unlimited number of products when you pay them extra $5/ month. Kancart also allows this only if you pay them 135$/month. Others including SimiCart support unlimited number of products.

Regarding product types, SimiCart prevails others slightly as it supports more kinds of products: **S**imple, grouped, configurable, virtual and bundle while Kancart, Jmango360 and Mofluid only support 2 kinds.

In short, **SimiCart is the best synchronized solution among 6 Magento mobile app builders.**

2. App Customization

Customizing the app is your continual demand as anyone wants to update, design, edit the app as his/her wishes and to catch up with the trend. Do 6 Magento mobile app builders have this feature and how is it?

	SimiCart	Jmango 360	Shopgate	MobiCart	Kancart	Mofluid
How to customize	**Add plugins + Change code**	Change code	Change code	Add add-ons	Change code	Add Plugins
Add- ons /	**- Paypal mobile - Store locator - Product label - 2 themes - Checkout management Instant contact, Address Auto Fill - App Analytics - Gift Card, Reward Points, QR& Barcode scanner...(coming soon)**	No	No	34 Add-ons are developed to connect with other ecommerce platforms : Pretashop, Shopify...	No	Only one plugin for 1 theme
Offer API , SDK for third party developers	**Yes (coming soon)**	No	No	Yes	Yes	No

Among 6 Magento mobile app builders, only SimiCart, MobiCart and Mofluid have plugin or add-on mechanism. MobiCart has the most outstanding add-on quantity and all of them are only used to connect Ecommerce Platforms with MobiCart apps.

By contrast, SimiCart and Mofluid has plugins for marketing, management, layout…. SimiCart outweighs Mofluid in terms of plugin quantity and diversity with some features still under development. Kancart, Shopgate, and Jmango360 don't have add-on or plug-in mechanism. However, they themselves have a lot of features especially mobile marketing.

In all, **SimiCart has the most convenient system to customize the app anytime with any feature you want.** Sooner, SimiCart will provide its SDK and API for other developers to join generating more and more plugins.

3. Mobile marketing features

All the app builder solutions are meant to achieve marketing and sales purpose, thus, the more feature a solution has, the better it is.

Marketing features	SimiCart	Jmango360	Shopgate	MobiCart	Kancart	Mofluid
Push notifications	Yes	Yes	**Yes**	Yes	Yes	Yes
Promotional banners	Yes	Yes	**No**	Yes	Yes	Yes
Daily Deals	No	No	**Yes**	No	No	No
Mobile Coupon	Coming soon	No	**Yes**	No	No	No
Ad Scanner and Tracking	Coming soon	No	**Yes**	No	No	No
QR + Bar Code Scanner	Coming soon	No	**Yes**	No	Yes	No
Mobile Gift Card	Coming soon	No	**No**	No	No	No
Mobile Reward Points	Coming soon	Yes	**Yes**	No	No	No
Analytics tracking & report	Yes	Yes	**Yes**	Yes	Yes	No
Social integration	Coming soon	Yes	**Yes**	Yes	Yes	N/A

It's definitely that Shopgate has the most mobile marketing features of all and MobiCart is the runner up. SimiCart has a very few features ready to use but it has plug-ins instead. Moreover, some of its features like Gift Card, Reward points, QR code or bar code scanners, Facebook Connect… will be updated or released as plugins soon.

4. Mobile optimization

A mobile app will bring about more optimized shopping experience. Let's see what solution is the most friendly with mobile devices.

	SimiCart	Jmango360	Shopgate	MobiCart	Kancart	Mofluid
Native app support	**Yes**	Yes	Yes	Yes	Yes	**Yes**
Web app support	**No**	No	no	Yes	Yes	**No**
Operating system supported (iOS or Android)	**Andoid, iOS, iPad**	Android, iOS, Windows, Black berry	Android, IOS	Android, iOS, iPad	Android, iOS	**Android, iOS, iPad**
Select app color	**Yes**	Yes	Yes	Yes	Yes	**Yes**
Change Logo	**Yes**	Yes	Yes	Yes	Yes	**Yes**
Change app icon	**Yes**	Yes	Yes	Yes	Yes	**Yes**
Change the layout, page design...	**Yes with plugins**	Yes, in app management	Yes	Yes with source code	Yes in code.	**Yes with plugin**

All 6 solutions offer native app (based in iOS and Android operating system) in their service. Jmango360 provides the most diversity in operating system support since it works with BlackBerry and Windows Phone besides iOS and Android. Only MobiCart generates web app (HTML5 app) besides native one.

Moreover, **SimiCart and Mofluid provide the most friendly system for mobile optimization** since both of them offer plugin to change the layout of the app, the icon, the images, each page of the app. Others solution only offers logo, app icon, and color of the app.

5. Price, Support and Update service

Price, update and support service are important factors that affects your decision to choose a solution or not. What's perfect match with your pocket? Let's find out.

Pricing plan	SimiCart	Jmango360	Shopgate	MobiCart	Kancart	Mofluid
Payment time	One time	monthly	monthly	monthly/yearly	monthly	one time
Prices	$299	$69/month	Min:$49/month Max:$1999/month	Min: $21/month or $210/year Max: $69/month or $690/year	Min: $85/month Max: $995/month	$399
Submission fee	Free	N/A	N/A	$19- $29/month	free	free
Transaction fee	Free	Free	1-8% of order value	Free	Free	Free
Refund	within 30 days	No	No	No	No	within 30 days
Support	Free lifetime Full Support: Email, ticket, telphone, IM,	Free lifetime	Free lifetime	- Starter: + Dedicated email support - Pro: + Priority email/chat support	Email support for Economic. Full support for Professional, Enterprise only.	Free full support but one year only
Update	Free lifetime	Free lifetime	Free lifetime	Free Updates	Free API Upgrade	1 year of Free Support
Installation fee	$100 one time/	N/A	$499 to $1999 one time	$5/month for +1000 products	Free	Free

Apparently, **it's SimiCart that offers the best price in the market.** Only SimiCart and Mofluid allow one time payment while others require you to pay monthly. Moreover, only SimiCart offers free lifetime support and updates of all solutions.

6. Other aspects?

There are many other factors that make your chosen solution the best one: Security, platform support, White label, Multi store view allow, Content management system…

	SimiCart	Jmango360	Shopgate	MobiCart	Kancart	Mofluid
Content management system	**Yes**	Yes	No	Yes	Yes	No
Multi store view	**Yes**	Yes	Yes	Yes	No	No
Free trial	**No but refund within 30 days**	Yes	Yes	Yes	Yes	No but refund within 30 days
White label	**Yes**	Yes	No	Yes but at price: $69/month	N/A	Yes
Run via third party server	**No, on your server**	Yes	Yes	Yes	No, on your server	No, on your server

White label feature will allow users to showcase their branding and to define the app is theirs, but not others', which is very important to any brand. Among all, SimiCart, MobiCart , Jmango360 and Mofluid offer this service. Besides, Jmango360, Shopgate, MobiCart and Kancart provides free trial before buying while SimiCart and Mofluid offer 30 day money back.

More importantly, safety and security should be taken into account, therefore, solutions like **SimiCart, MobiCart and Kancart are the most safest** since it runs only on your server, not on third party or its own. You don't have to worry about the data transfer or management problem.

Conclusion

Guyz, glad to know that you've got this far, don't worry, just one more page only :D.

Now I guess that you all may have an overview on solutions of building a Magento mobile app, right? But If you are still confused to choose your suitable solution, just cast these spells:

1. **What do you care the most?**
2. **What do your customers want the most?**
3. **Is this solution is suitable for your site. Is it safe?**
4. **When do you need your mobile app released?**

Don't be picky, just get your going and choose your favourite solution right now. As you know, bros, customers can't wait and competitors always want to surpass you.

If you need something **simple to setup, configure, suitable for any budget**, SimiCart is definitely your choose. But just be smart and quick to buy it now at $299

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