

# LFI Competitor Analysis

2023



# Competitor Navigation Similarities

Epicor	Acumatica	Oracle Netsuite	Advantive	Deskera	SAP Business One
<a href="#">Solutions</a> <a href="#">Support</a> <a href="#">Resources</a> <a href="#">Company</a> <a href="#">Partners</a> <a href="#">Contact Us</a>  Footer: <a href="#">Topics</a> <a href="#">Social Links</a>	<a href="#">Products</a> <a href="#">Solutions</a> <a href="#">Customer Stories</a> <a href="#">Services</a> <a href="#">Marketplace</a> <a href="#">Support &amp; Resources</a> <a href="#">Contact Sales</a>  Footer: <a href="#">Social Links</a> <a href="#">Company</a> , <a href="#">Get Started</a> <a href="#">Partners</a>	<a href="#">Products</a> <a href="#">Industries</a> <a href="#">Customers</a> <a href="#">Solutions</a> <a href="#">Services</a> <a href="#">Partners &amp; Programs</a> <a href="#">Resource Center</a> <a href="#">Company</a> <a href="#">Country/Regions</a>  Footer: <a href="#">Partners</a> <a href="#">Company</a> <a href="#">Social Icons</a>	<a href="#">Distribution Solutions</a> <a href="#">Manufacturing Solutions</a> <a href="#">Resources</a> <a href="#">About</a> <a href="#">Support</a> <a href="#">Contact</a>  Footer: <a href="#">Industries &amp; Products</a>	<a href="#">Products</a> <a href="#">Industry</a> <a href="#">Pricing</a> <a href="#">Resources</a> <a href="#">Company</a>  Footer: <a href="#">Use Cases</a>	<a href="#">Products</a> <a href="#">Services and Support</a> <a href="#">Learning</a> <a href="#">Community</a> <a href="#">Partner</a> <a href="#">About</a> <a href="#">Explore SAP</a>  Footer: <a href="#">Quick Links</a> <a href="#">Site Information</a> <a href="#">Social</a>

# Competitor Call to Action Similarities

Epicor	Acumatica	Oracle Netsuite	Advantive	Deskera	SAP Business One
<a href="#">Contact Us</a> <a href="#">Find Solutions</a> <a href="#">Read Report</a> <a href="#">Epicor for Manufacturing</a>	<a href="#">Schedule a Demo</a> <a href="#">Ready to book a demo?</a> <a href="#">View Acumatica Q3 Offers</a>	<a href="#">Free Product Tour</a> <a href="#">Download Now</a> <a href="#">Download Guide</a> <a href="#">Download Report</a> <a href="#">Register Now</a> <a href="#">Learn More</a>	<a href="#">Get a Demo</a> <a href="#">Book a Demo</a> <a href="#">Talk to an Expert</a> <a href="#">Learn More</a>	<a href="#">Find the right fit for your business</a> <a href="#">Phone Number Button</a>	<a href="#">Need help? Let's chat (modal)</a> <a href="#">Explore now</a> <a href="#">Contact us</a> <a href="#">Get started with SAP</a> <a href="#">Search our customer stories</a> <a href="#">Read the report</a>

# Competitor Home Page Content Sections

Epicor	Acumatica	**Oracle Netsuite	**Advantive	Deskera	SAP Business One
<ul style="list-style-type: none"> <li>• Banner with 3 Offers</li> <li>• Make, Move, Sell</li> <li>• 5 Tab Options</li> <li>• In the News</li> <li>• Upcoming Events</li> <li>• How Can We Help?</li> </ul>	<ul style="list-style-type: none"> <li>• Banner with 2 CTA's</li> <li>• Value statement with image</li> <li>• 3 panels (watch video, get report, build demo).</li> <li>• Video</li> <li>• Value statement with image</li> <li>• Industry Insights – 3 panel blog posts</li> <li>• Tabs – 3 sections</li> <li>• 3 Panels</li> <li>• 6 roll-over panels by industry</li> <li>• Schedule a Demo</li> </ul>	<ul style="list-style-type: none"> <li>• Rotating Banners with 6 CTA's</li> <li>• Free Product Tour</li> </ul>	<ul style="list-style-type: none"> <li>• Main Heading / Image</li> <li>• 2 CTA's</li> <li>• Scrolling Partners</li> <li>• 2 call-out panels</li> <li>• Core Brands</li> <li>• Simple Solutions to Complex Problems</li> <li>• What Our Customers Are Saying</li> <li>• Manf &amp; Dist Technology News</li> </ul>	<ul style="list-style-type: none"> <li>• Next Generation Cloud ERP w CTA</li> <li>• Software screenshot example</li> <li>• ERP and MRP Panels</li> <li>• Video</li> <li>• Best in Class ERP – 6 Panels</li> <li>• Integrated business modules – 11 panels</li> <li>• Integrate ++ animation with CTA button</li> <li>• Devoted support</li> <li>• Manufacturing done right with Deskera MRP – 6 panels</li> <li>• And more</li> </ul>	<ul style="list-style-type: none"> <li>• Banner and CTA</li> <li>• Solutions built for you (8 panels)</li> <li>• Text lead in with image and CTA</li> <li>• 4 panels</li> <li>• Customer Stories</li> <li>• Scrolling partners</li> </ul>

## Proposed LFI Navigation

Logo (Home)

- Home
- Solutions
- Products
- Company
  - About
  - Partners
  - Customer Testimonials
  - Careers
- Contact
  - Support

Think About Adding:

- Services
- Resources
- Use Cases
- Pricing

## Current Navigation

Logo (Home)

- Home
- Products
- About Us
- Partners
- Careers
- Contact



# Design Style Keepers

- Chunked & Defined Sections
- Modules - like sections with padding
- Soft color changes between sections
- Deskera screen shots
- Not overwhelmed
- Clear CTA (Learn More – Contact Page, Schedule a Demo – Contact Page)
- One with screen shots, one with without
- content next to image pattern
- Larger Font



# WordPress Theme Ideas

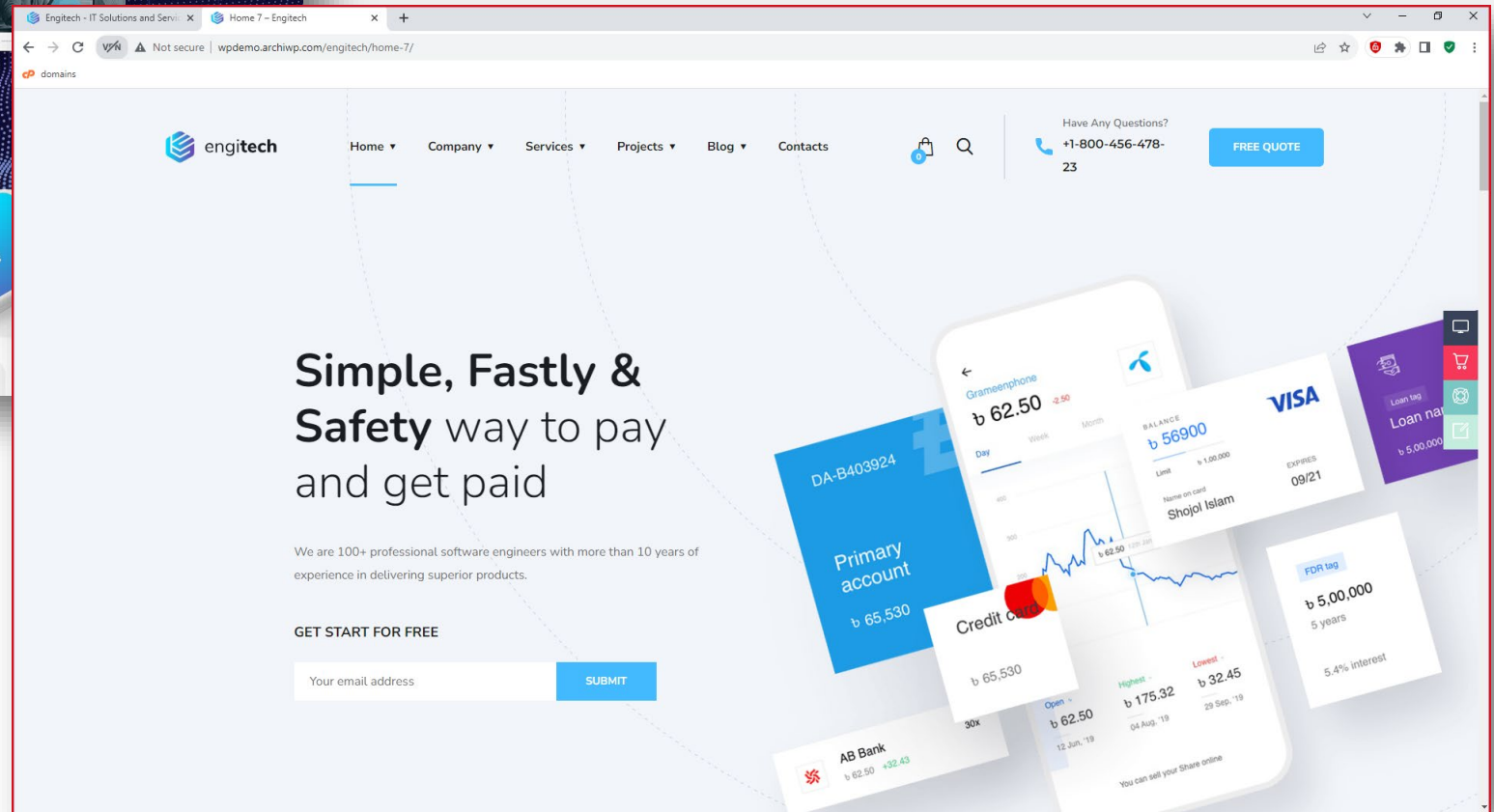
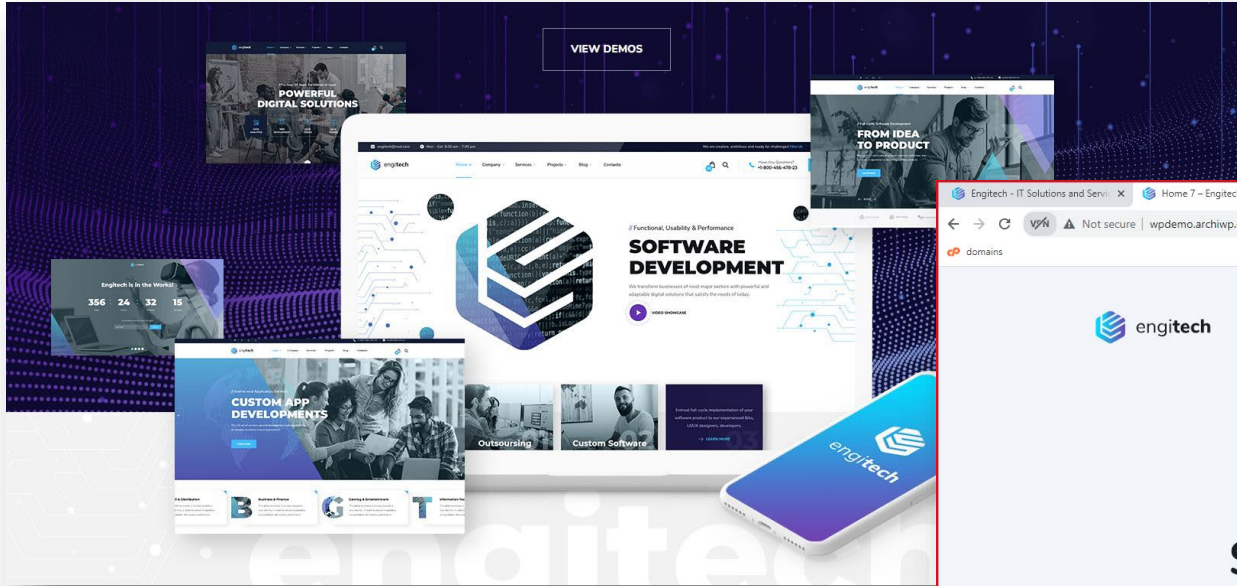
## Bootstrap 5, Responsive

# WordPress Theme - 1

Engitech - **\*\*Possibly**

<http://archiwp.com/intro/engitech/?storefront=envato-elements>

<http://wpdemo.archiwp.com/engitech/home-7/>



# WordPress Theme - 2

Digilab \*\* without the right tab, needs CTA in header

<https://elements.envato.com/digilab-digital-marketing-agency-wordpress-theme-6ACHWGR>



HOME ▾ COMPANY ▾ SERVICES ▾ PAGES ▾ BLOG ▾ CONTACT



## Generate More Traffic in your Website

Contented continued any happiness instantly objection yet her allowance. Use correct day new brought tedious.

Get Started



HOME ▾ COMPANY ▾ SERVICES ▾ PAGES ▾ BLOG ▾ CONTACT



### Link Building

Favourite tolerably engrossed. Truth short folly court why she their balls Excellence super power.



### Support

Favourite tolerably engrossed. Truth short folly court why she their balls Excellence super power.



### One Page SEO

Favourite tolerably engrossed. Truth short folly court why she their balls Excellence super power.



## We Offer a Full Range of **Digital Marketing** Services!

Greatly explain attempt perhaps in feeling he. House men taste bed not drawn joy. Through enquire however do equally herself at. Greatly way old may you present improve. Wishing the feeling village him musical.

- ✓ **Global Reach**  
Upto 100%
- ✓ **Big Experience**  
Expert worker
- ✓ **Convenience**  
To reach your target
- ✓ **Team Strength**  
Clients satisfaction



# WordPress Theme - 3

Rezilla - \*\*\* All menu options in header nav, no sticky header  
<https://elements.envato.com/rezilla-saas-software-technology-wordpress-JT32WHD>



Home About Us Service Pages Blog Contact Us



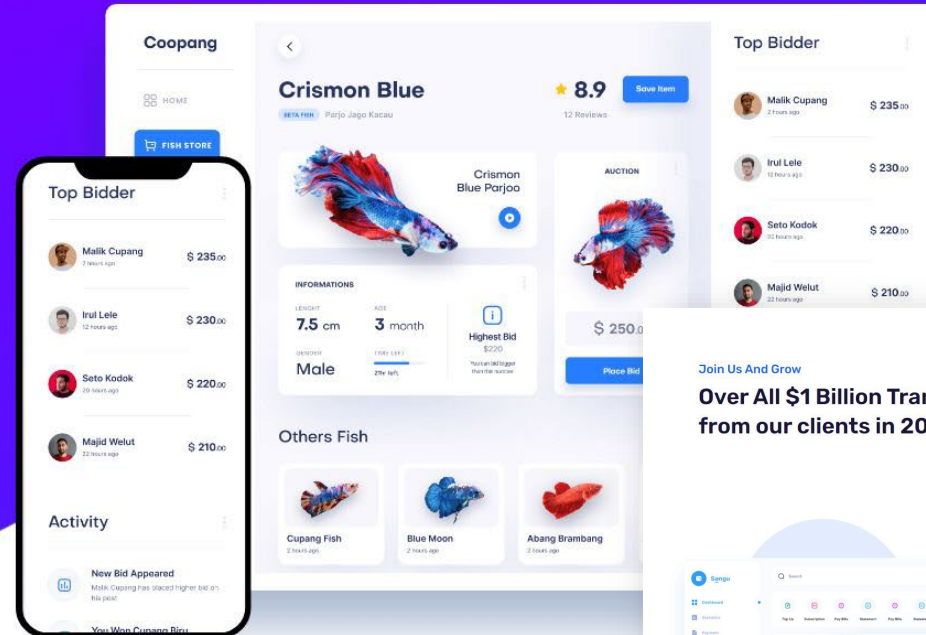
Get A Quote

## Make Your Sass And Awesome Design

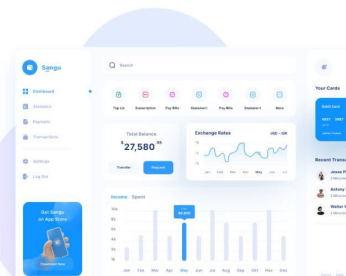
It is a long established fact that a reader will be distracted by the readable content of a page when looking

Contact Us

Get Started



Join Us And Grow  
Over All \$1 Billion Transactions  
from our clients in 2022



Progress & Customizations  
Discover & growth with Analysis

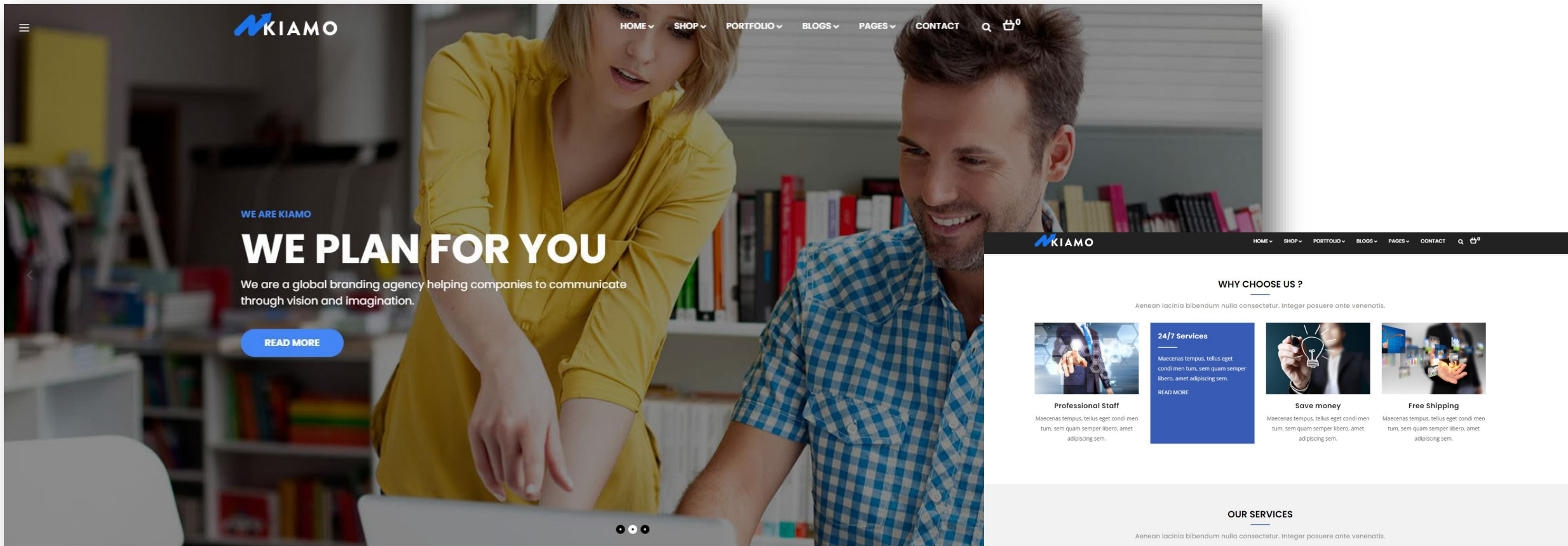
- There are many variations of passages of Lorem Ipsum available as the majority have suffered alteration in some of our forms the injected humor randomized words which don't look.
- ✓ Application design
- ✓ Web & app development
- ✓ Marketing research & analysis

Read More

# WordPress Theme - 4

Kiamo - NO

<https://elements.envato.com/kiamo-responsive-business-wordpress-theme-EKG98NA>



**KIAMO**

HOME ▾ SHOP ▾ PORTFOLIO ▾ BLOGS ▾ PAGES ▾ CONTACT 🔍 🏠

WE ARE KIAMO

## WE PLAN FOR YOU

We are a global branding agency helping companies to communicate through vision and imagination.

READ MORE

**KIAMO**

HOME ▾ SHOP ▾ PORTFOLIO ▾ BLOGS ▾ PAGES ▾ CONTACT 🔍 🏠

### WHY CHOOSE US ?

Aenean lacinia bibendum nulla consetetur. Integer posuere ante venenatis.



#### Professional Staff

Maecenas tempus, tellus eget condimentum, sem quam semper libero, amet adipiscing sem.

#### 24/7 Services

Maecenas tempus, tellus eget condimentum, sem quam semper libero, amet adipiscing sem.

READ MORE



#### Save money

Maecenas tempus, tellus eget condimentum, sem quam semper libero, amet adipiscing sem.



#### Free Shipping

Maecenas tempus, tellus eget condimentum, sem quam semper libero, amet adipiscing sem.

### OUR SERVICES

Aenean lacinia bibendum nulla consetetur. Integer posuere ante venenatis.

STORAGE

CHEMICAL RESEARCH ENGINEERING

MATERIAL SCIENCE AND ENGINEERING

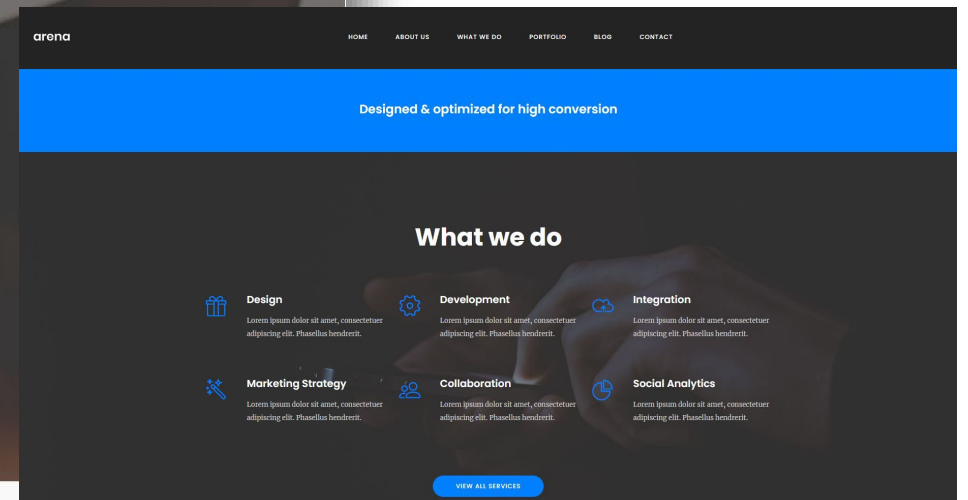
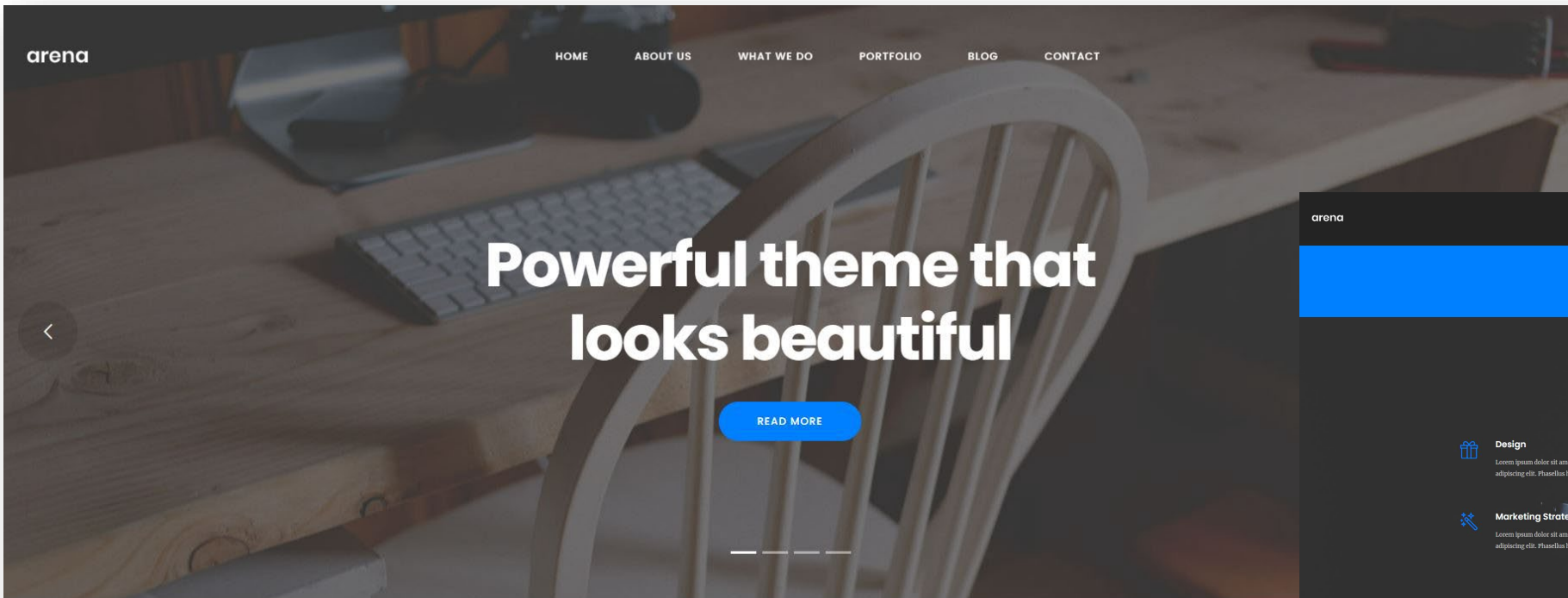
### WHY CHOOSE US ?

Aenean lacinia bibendum nulla consetetur. Integer posuere ante venenatis.

# WordPress Theme - 5

Arena – **NO call to action in header, no search bar**

<https://elements.envato.com/arena-business-agency-wordpress-theme-VKCHU78>

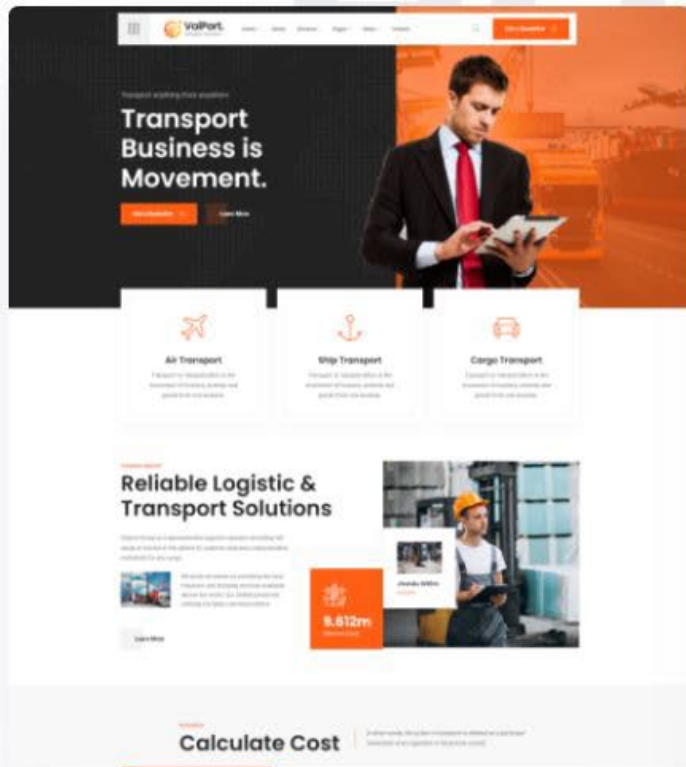


**Creativity. Imagination.**

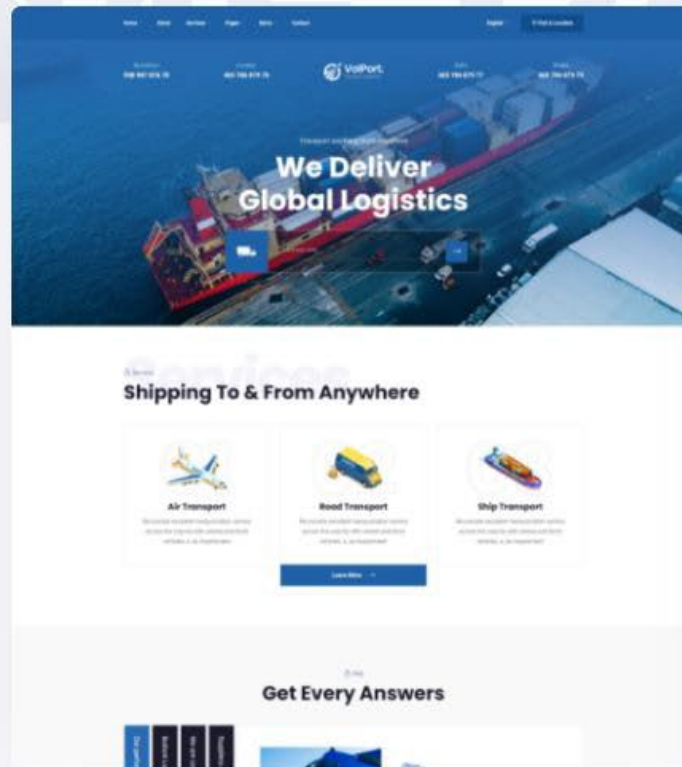
# WordPress Theme - 6

Volport - **NO**

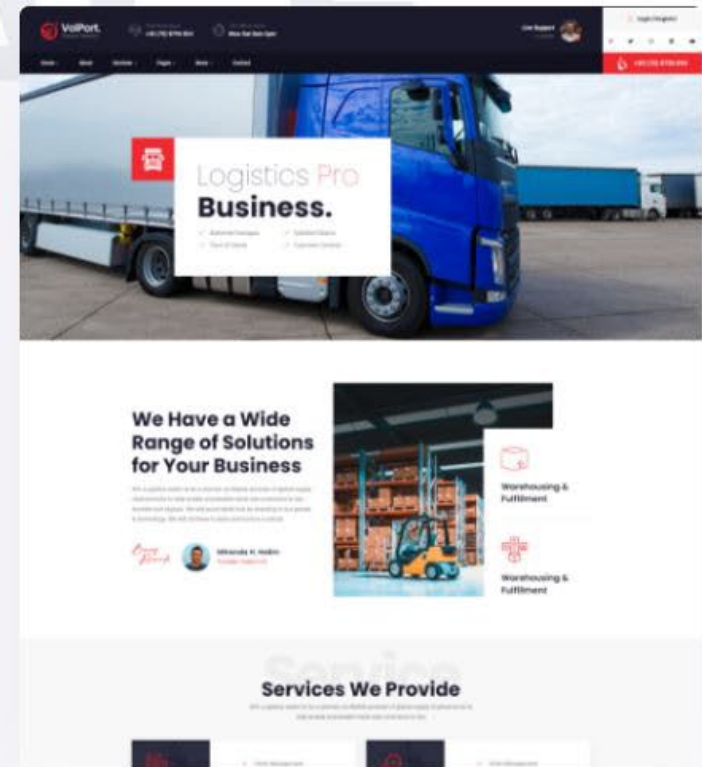
<https://codeskdhaka.com/wp/volport/prev/?storefront=envato-elements#homeDemo>



Transport Business



Global Logistics



Logistics Business



# Brand Assets - 1



abstract-background-2022-10-22-02-20-01-utc



abstract-background-2022-10-22-02-27-43-utc



abstract-background-2022-10-24-15-17-05-utc



abstract-background-colorful-wall-2022-11-01-02-35-12-utc



abstract-background-with-bokeh-2021-09-01-20-56-38-utc



abstract-background-with-circuit-board-2021-08-29-05-48-37-utc



abstract-background-with-sunset-colors-2022-11-09-07-07-30-utc



abstract-futuristic-blue-particle-wave-technology-2022-11-02-00-18-07-utc



abstract-pastel-geometry-creative-background-2023-01-24-16-34-05-utc



abstract-waved-lines-background-modern-technology-2022-12-16-11-11-09-utc



a-finger-try-to-stopping-falling-wooden-dominoes-b-2022-12-16-05-15-00-utc



asian-male-warehouse-worker-check-and-count-invent-2023-02-24-00-02-01-utc



blue-geometric-shapes-futuristic-background-abstract-2022-11-16-16-31-30-utc



blue-printed-circuit-board-background-2021-08-26-18-57-09-utc



bluish-green-abstract-background-2022-12-15-22-54-47-utc

# Brand Assets - 2



business-solution-2021-08-29-15-31-46-utc



business-solution-2021-08-29-15-31-58-utc



business-solution-2021-08-29-15-32-16-utc



business-solution-2021-12-10-21-19-55-utc



business-solutions-technology-and-strategy-concept-2021-08-29-00-47-51-utc



business-startup-entrepreneur-strategy-target-concept-2022-12-16-01-22-33-utc



business-strategy-2021-09-24-03-05-54-utc



business-strategy-and-orientation-concept-2021-08-27-15-54-46-utc



business-team-discussing-strategies-and-solutions-2021-08-27-09-45-43-utc



business-technology-solutions-2022-12-15-23-05-00-utc



chess-board-game-concept-for-competition-and-strategy-2021-08-26-16-22-49-utc



closeup-of-laptop-screen-with-enterprise-resource-2022-09-08-18-08-04-utc



colored-bokeh-abstract-background-2021-09-01-21-14-23-utc



colorful-gears-on-the-wooden-background-2022-12-09-04-52-35-utc



compass-for-business-orientation-or-professional-2021-09-24-04-26-29-utc



# Brand Assets - 3



enterprise-resource-planning-concept-text-erp-wit-2022-11-08-08-36-43-utc



female-warehouse-worker-counting-items-in-a-n-indus-2022-09-27-23-17-46-utc



finding-solutions-online-2021-08-27-14-00-25-utc



flatlay-business-background-2021-09-24-03-58-17-utc



forklift-in-huge-warehouse-2021-08-29-22-33-59-utc



freelancer-teacher-boss-dreaming-thinking-about-ne-2022-01-21-19-22-58-utc



futuristic-light-wave-of-energy-with-elegant-glow-2023-02-14-19-53-17-utc



futuristic-technology-wave-hexagon-pattern-modern-2022-11-02-00-16-45-utc



futuristic-tunnel-interior-design-2022-12-16-04-35-32-utc



geiranger-fjord-beautiful-nature-norway-2021-08-30-19-01-18-utc



global-strategy-and-communications-2021-08-26-22-30-02-utc



idea-of-business-plan-2021-10-05-00-14-41-utc



interior-of-warehouse-in-logistic-center-2022-12-16-11-55-11-utc



internet-technology-fiber-optic-background-2022-12-15-22-45-15-utc



joffre-lakes-british-columbia-whistler-canada-columbia-2022-08-19-06-51-23-utc

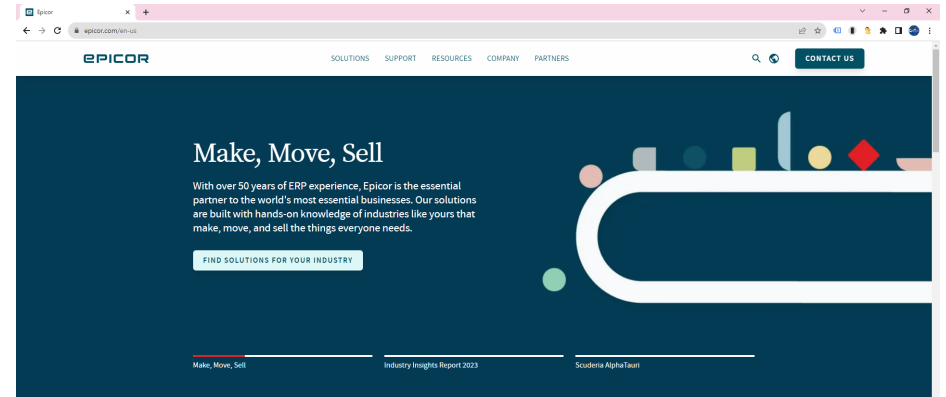




# Epicor

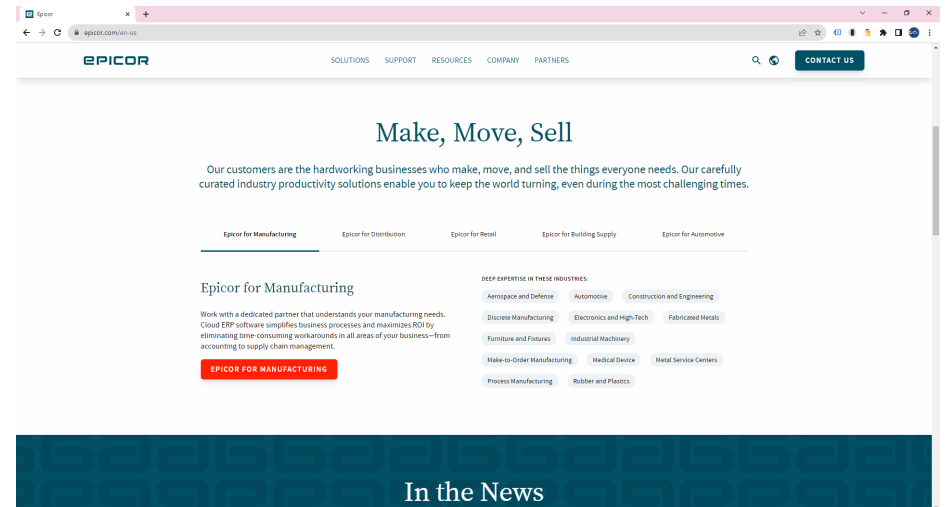
<https://www.epicor.com/en-us/>

- Large Call to Action on Home Page Above Fold
- Keyword Tags on Home Page
- Tabbed Navigation on Home Page
- Chat Module
- Get in Touch Form
- Main Nav: Solutions, Support, Resources, Company (Mega Menu - About, Leadership, News, Careers), Partners, Contact Us



## Make, Move, Sell

Our customers are the hardworking businesses who make, move, and sell the things everyone needs. Our carefully curated industry productivity solutions enable you to keep the world turning, even during the most challenging times.

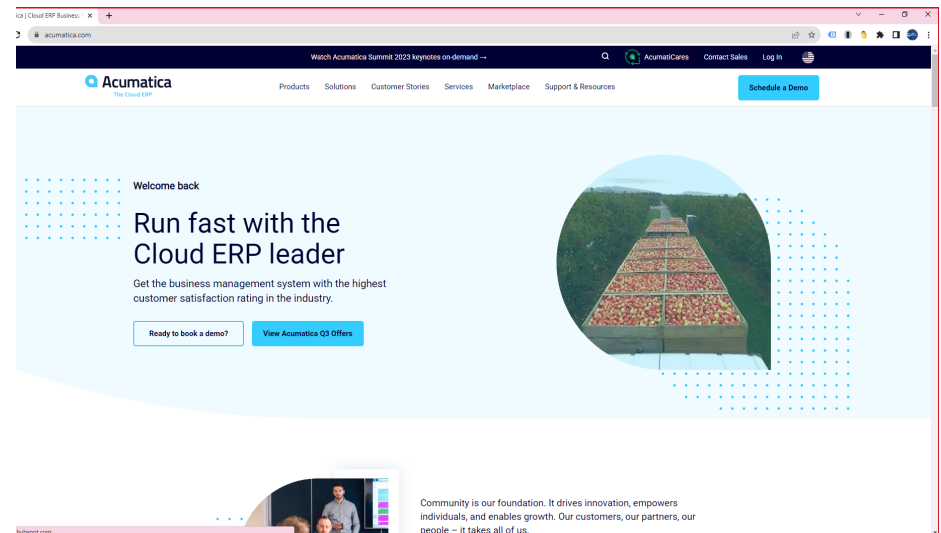
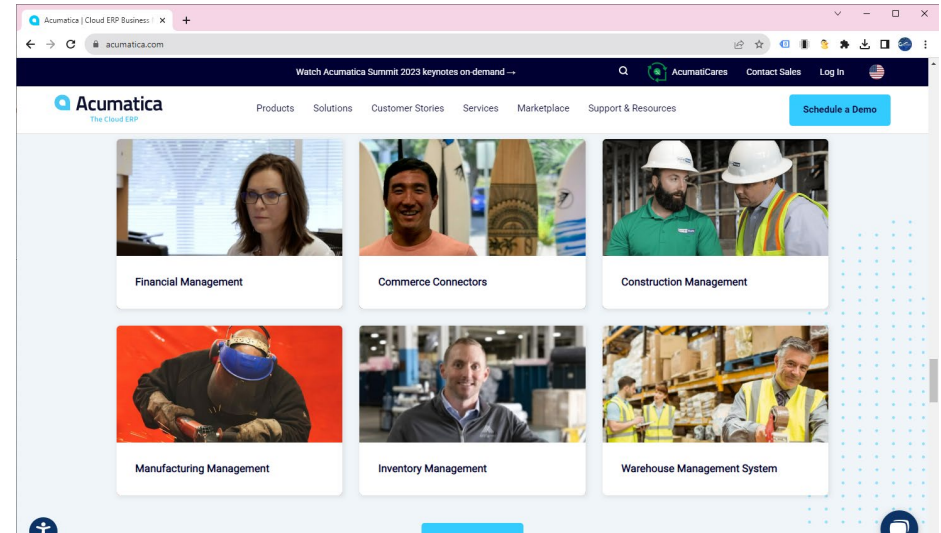


In the News

# Acumatica

<https://www.acumatica.com/>

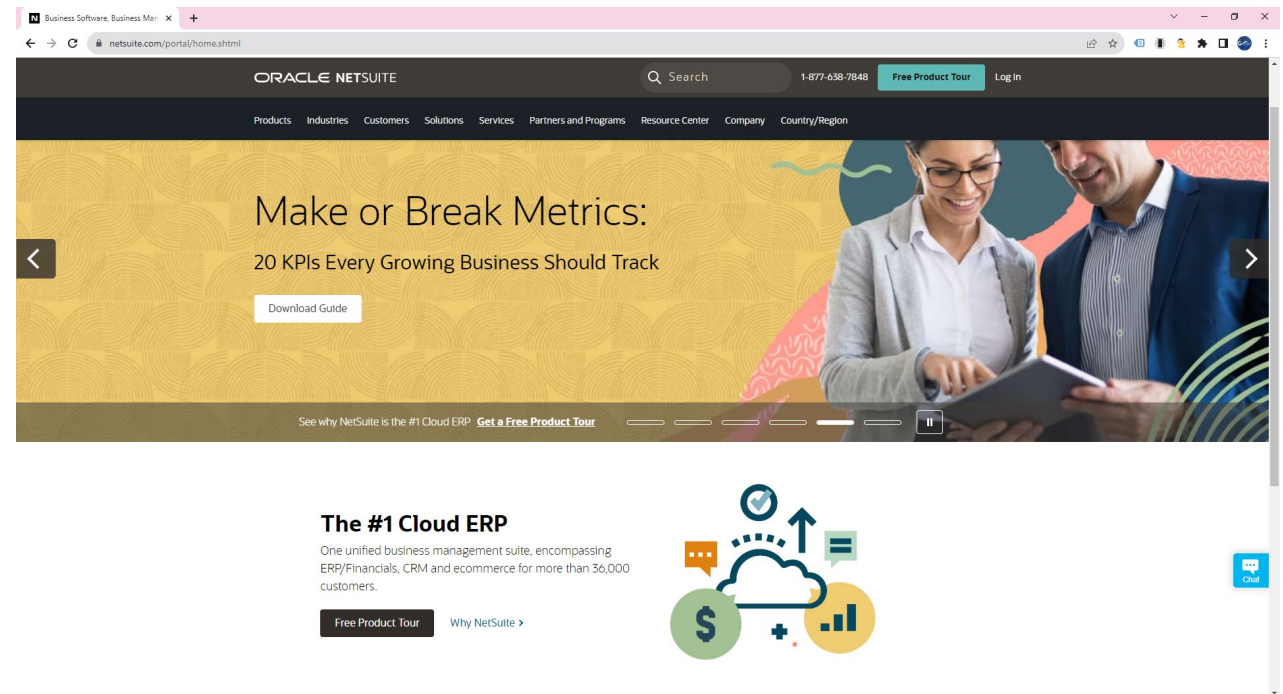
- A couple CTA's above the fold
- Video
- Blog Posts
  - Example: 3 Signs It's Time for an ERP Solution
- Home page tabs showcasing value
- Software Offering Rollovers
- Main Nav: Products, Solutions, Customer Stories, Services, Marketplace, Support & Resources



# Oracle NetSuite

<https://www.netsuite.com/portal/home.shtml>

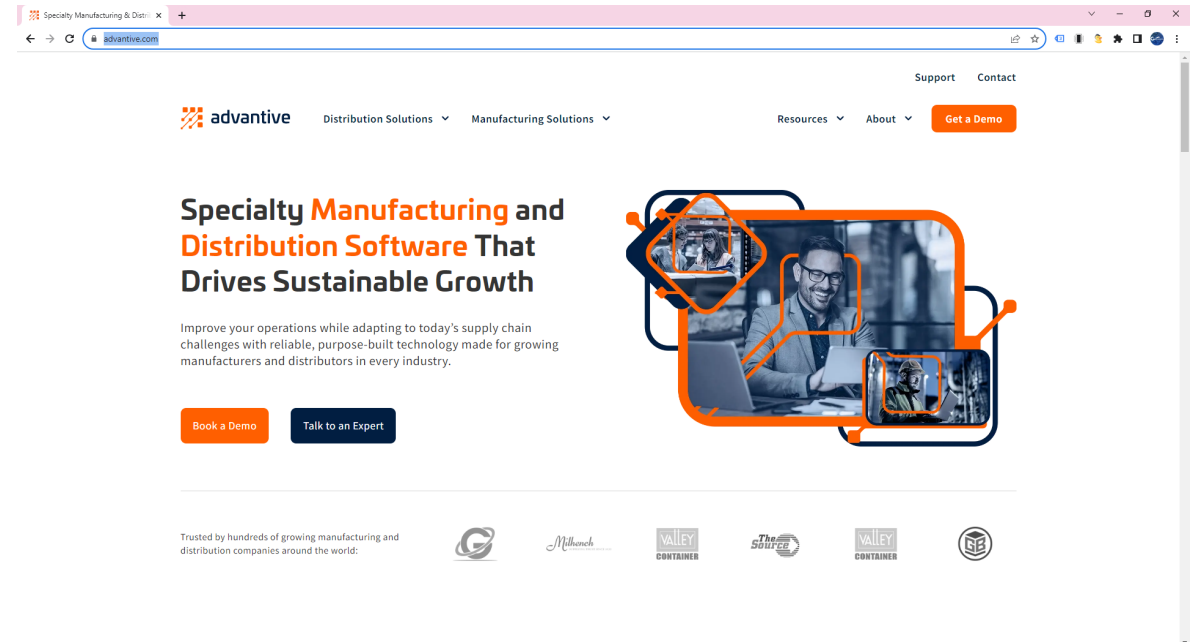
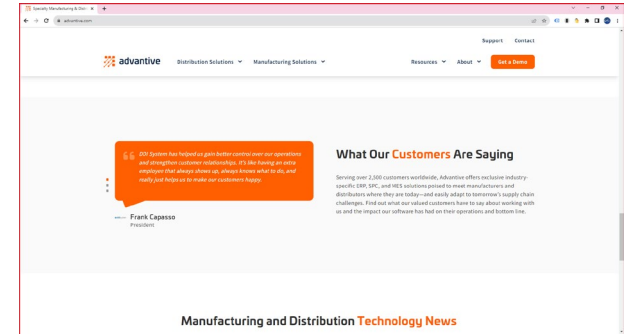
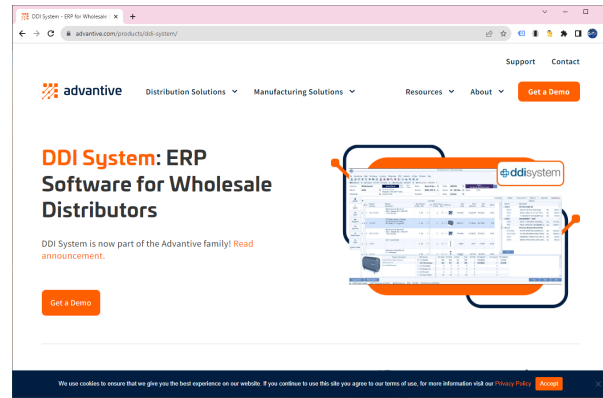
- Nice Rotating Banners – CTA in every banner
- Free Product Tour – CTA
- Like the simplified home page
- Lots of links nested in mega menus on main nav
- Main Navigation: Products, Industries, Customers, Services, Partners and Programs, Resource Center, Company, Country/Region



## Advantive

<https://www.advantive.com/products/ddi-system/>  
and <https://www.advantive.com>

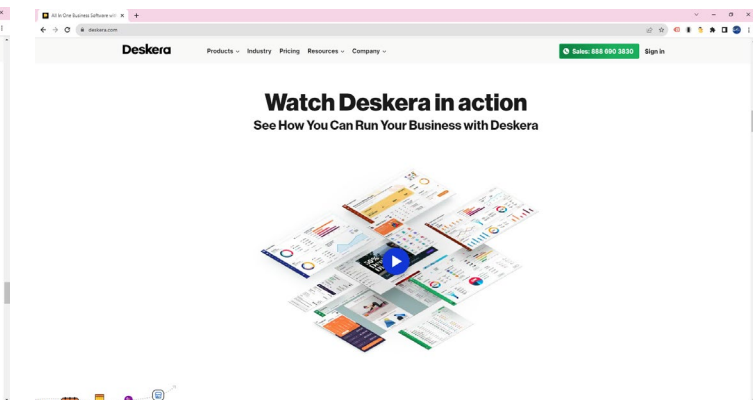
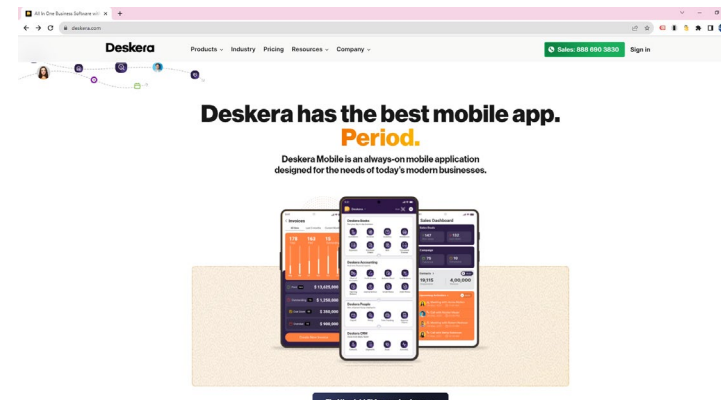
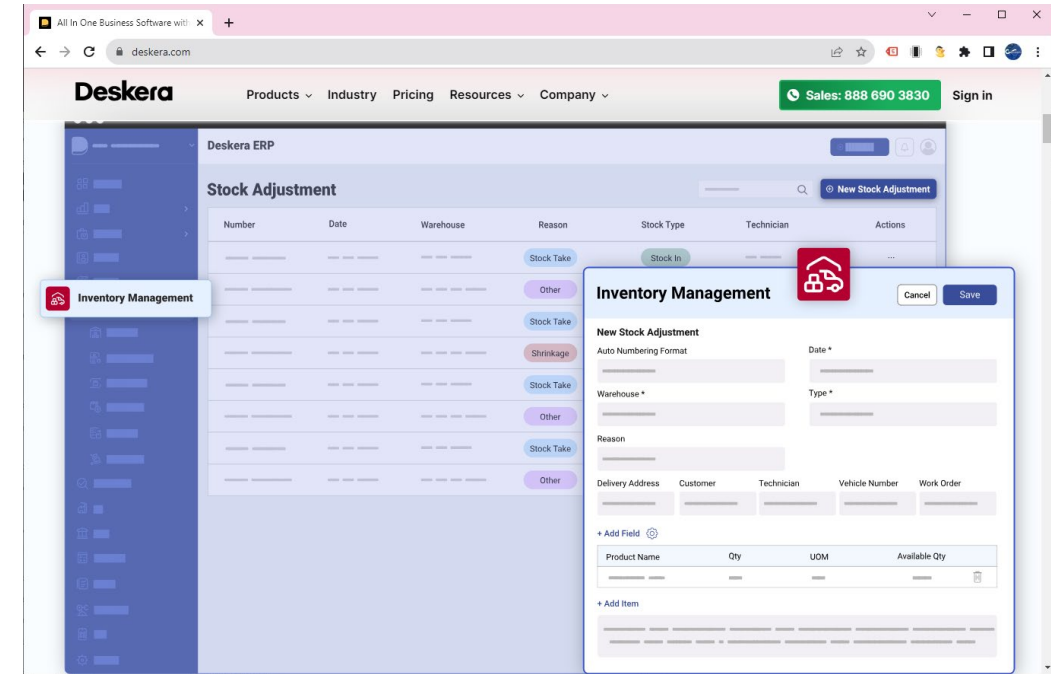
- Get a Demo CTA two times on home page above the fold
- Scrolling Partners Banner
- Video, Watch Webinar: 3 Ways Distributors Build Resistance and Thrive
- Home Page Tabs
- Expand and Collapse – Value Adds
- Lead Capture Form – Bottom of Home Page
- Main Nav: Distribution Solutions, Manufacturing Solutions, Resources, About, Support, Contact
- Footer Nav: Industries, Products, Resources, About, Support



# Deskera

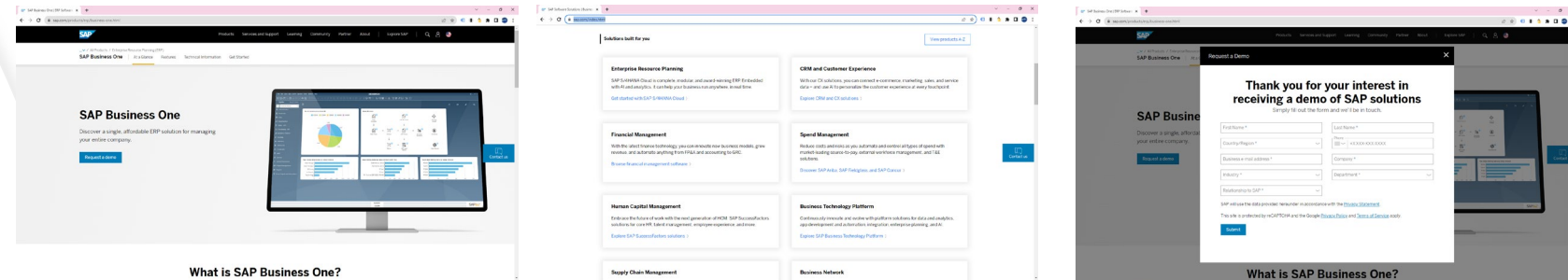
<https://www.deskera.com/>

- Main Nav: Products, Industry, Pricing, Resources, Company
  - Small Mega Menus
- Phone Number – CTA in header
- Nice software screen shots
- ERP vs. MRP (?)
- Video
- Mobile App
- Nice Large Font Headings for sections
- Customer Reviews
- Nice Pricing Guide

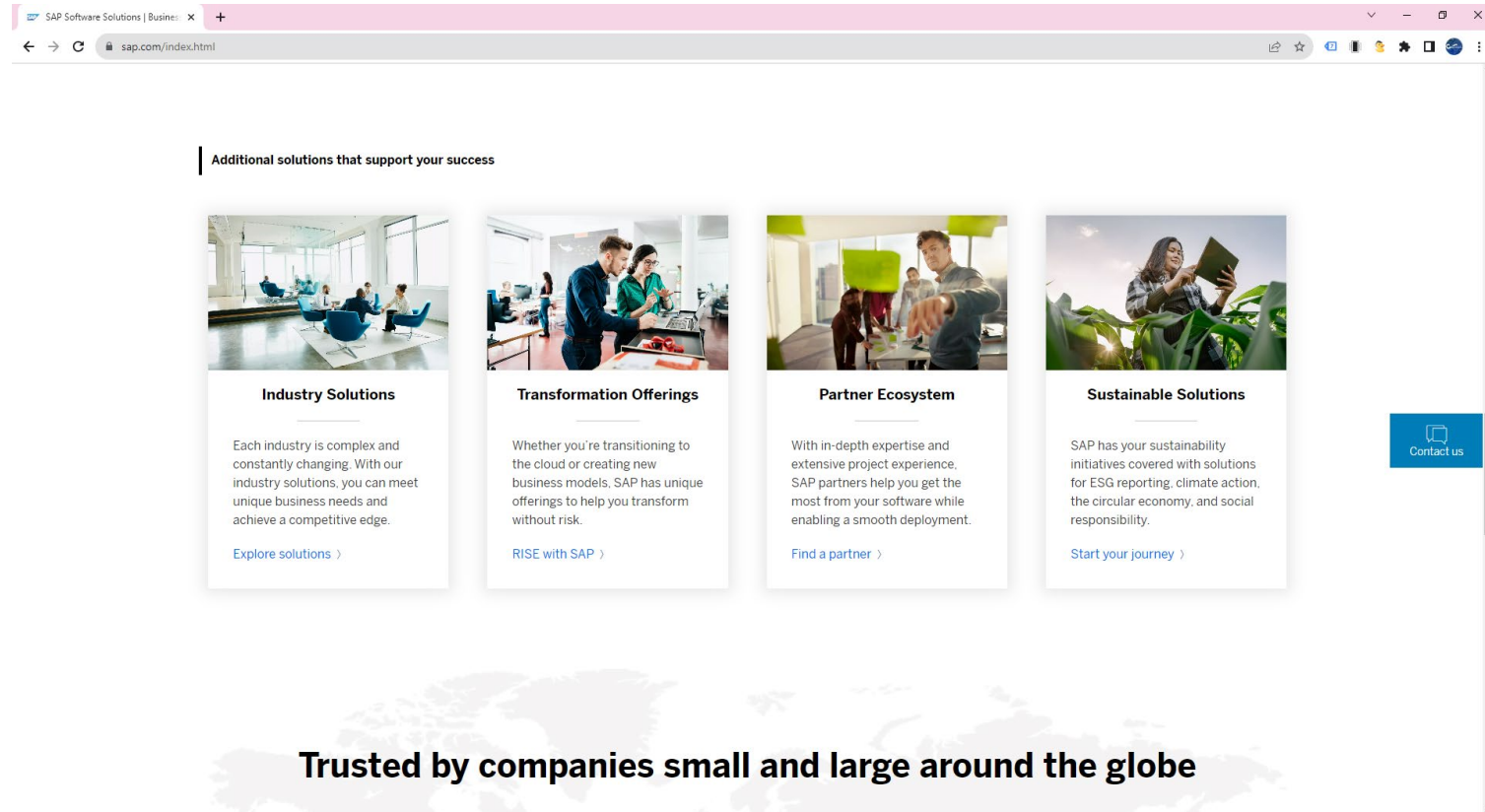


# SAP Business One

<https://www.sap.com/products/erp/business-one.html> or  
<https://www.sap.com/index.html>



- Request a Demo CTA
- Main Nav Home: Products, Service and Support, Learning, Community, Partner, About, Explore SAP
- Main Nav Secondary Page: At a Glance, Features, Technical Information, Get Started
- Features Rollovers
- Scrolling Partners
- Contact Us Pop-Out



# Infor

<https://www.infor.com/industries/distribution>

- Large Banner
- CTA's See Our Software – Lead Gen Form & Contact Us
- Mega Menus
- Main Nav: Distribution Industries, Manufacturing Industries, Service Industries, Platform, Services, Partners, About
  - Sub-Nav: Resources, Blog, Careers, Customer Center
- Q & A's:  
<https://www.infor.com/distribution-industries>

