

Mar 2023



# *Deco*

High-Performance **Commerce Experience Platform**



Hello! We are



Our **industry-expert team**  
has been solving enterprises'  
digital experience pain points  
for **over a decade.**



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Co-Founder / SWE  
VTEX 2012-2021



**Augusto Barbosa**  
Product Designer  
VTEX 2010-2021



**Tiago Gimenes**  
Software Engineer  
VTEX 2018-2022



**Marcos Candeia**  
Software Engineer  
Microsoft, VTEX



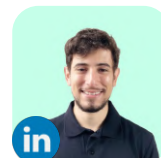
**Luciano Júnior**  
Co-Founder / SWE  
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Product Designer  
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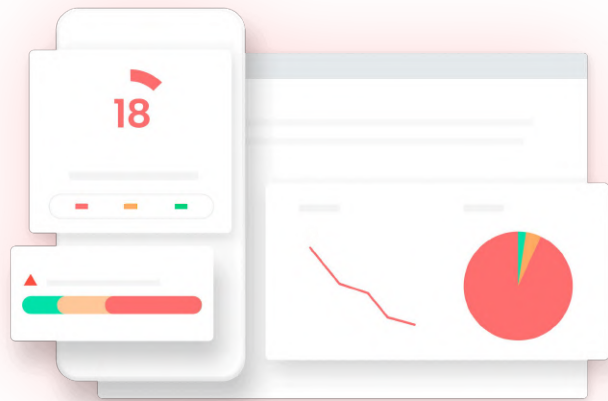
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Software Engineer  
VTEX 2020-2021



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SWE Intern  
UFCG



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SWE Intern  
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We've learned that most online stores are **losing sales for the same main reasons:**

- ◆ **Long** time to code and build
- ◆ **Slow** website performance
- ◆ **Poor** personalization

**deco** is the **commerce experience platform**  
that brings storefronts to **max performance**



## Fast to build

Our framework boosts dev productivity and cuts down on implementation time



## Fast to load

90+ scores on PageSpeed, resulting in increased conversion rates



## Fast to evolve

Every tool you need to optimize and personalize for each audience



integrates with any commerce platform

# *deco* makes it easy for every team to create *delightful* experiences

From simple landing pages to Enterprise B2B commerce, build any experience you want with data from any source you need.

- › Load data from any API
- › Serve low-latency sites globally
- › Personalize for each audience





deno



preact



twind



fresh

Our open-source, **edge-native** stack enables **high-performance, fully personalized** experiences at global scale.

With **34 regions worldwide**, there's always an **edge server** close to your users.

- Focus on developer productivity
- Server-side, zero JS by default
- Instant deploy to the edge
- Realtime extensible feature flags
- Open source to the core



netlify

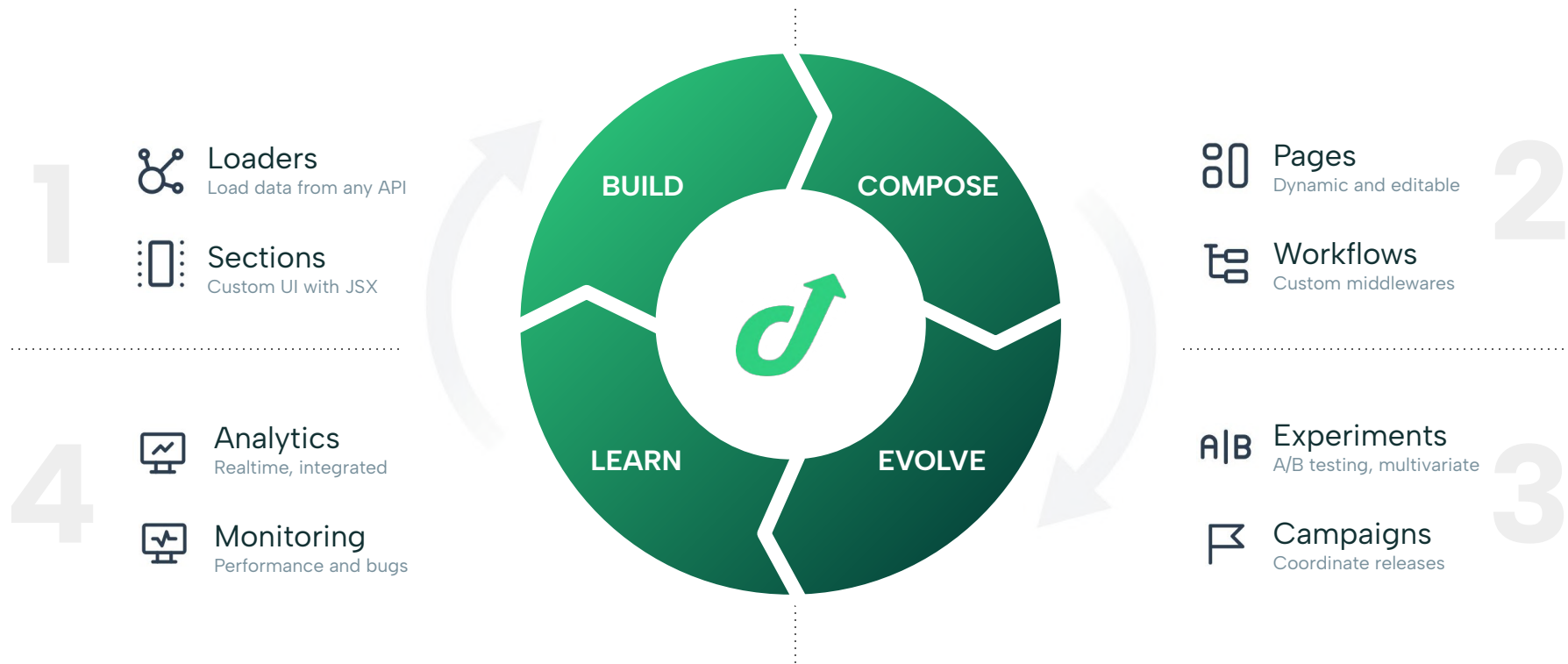


slack

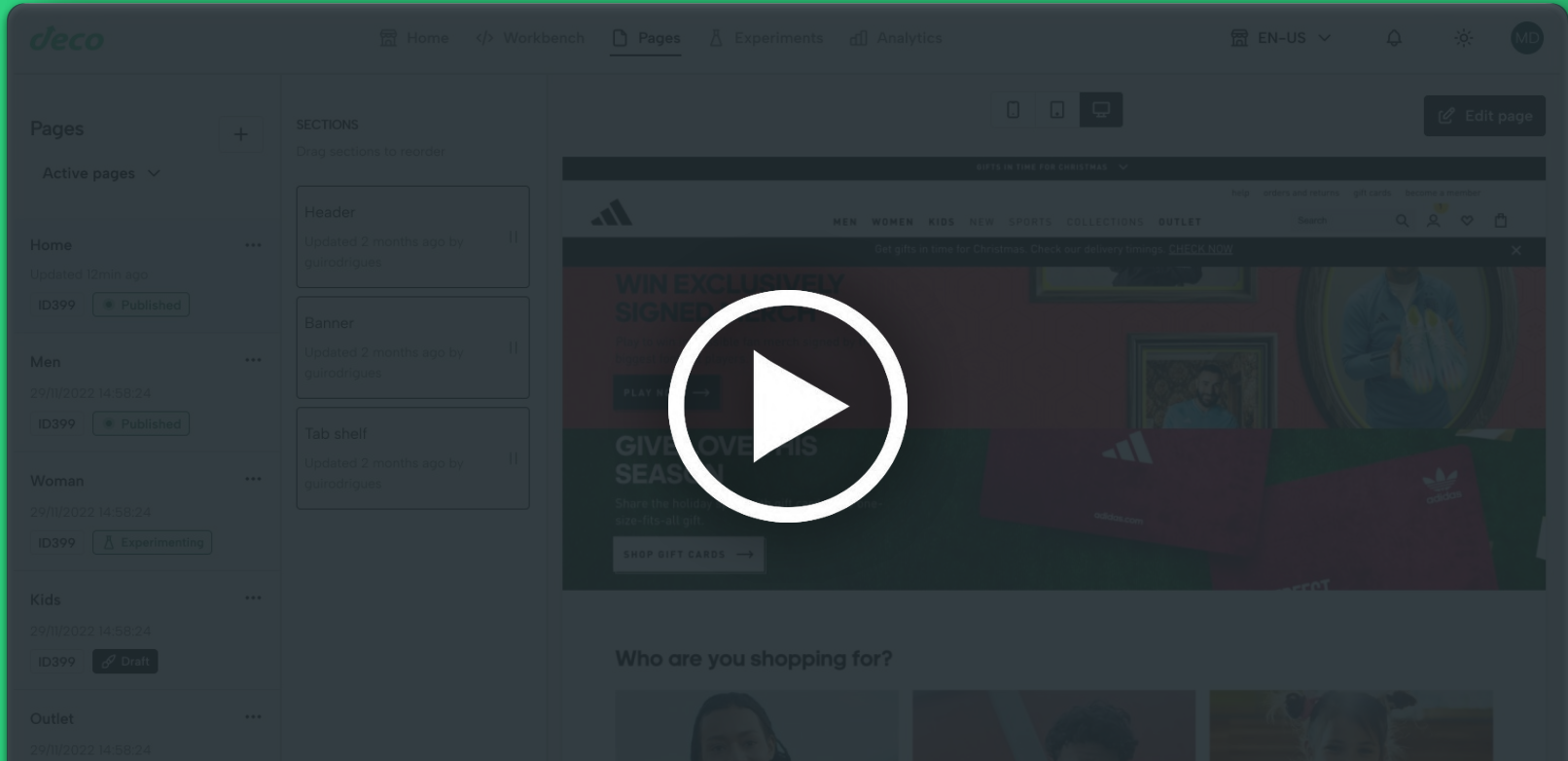


supabase

# A one-stop-shop platform to **build and optimize** super-fast storefronts with integrated **CMS, A/B Test and Analytics**



# Watch a Product Demo





# Does **page speed** really matter?

Put simply: **YES!** Slow sites deter visitors, costing businesses millions.  
Fast sites have better SEO, better UX, and are **more profitable**.



## Every 100ms faster → 1% more conversions

For **Mobify**, every 100ms decrease in homepage load speed worked out to a 1.11% increase in session-based conversion, yielding an average annual revenue increase of nearly \$380,000.



## 40% faster → 15% more sign-ups

**Pinterest** reduced perceived wait times by 40% and this increased search engine traffic and sign-ups by 15%.



## 850ms faster → 7% more conversions

**COOK** reduced average page load time by 850 milliseconds which increased conversions by 7%, decreased bounce rates by 7%, and increased pages per session by 10%.



## 50% faster → 12% more sales

When **AutoAnything** reduced page load time by half, they saw a boost of 12% to 13% in sales.



# Simple and Lean Operation

You don't need multiple providers to manage your storefront anymore.

**deco**

is all you need for a complete headless experience — **without the headache.**

Integrations



Headless CMS



Monitoring



Analytics



CDN



A/B Testing



Deploy



**deco**

**Saves** on total cost of ownership

+

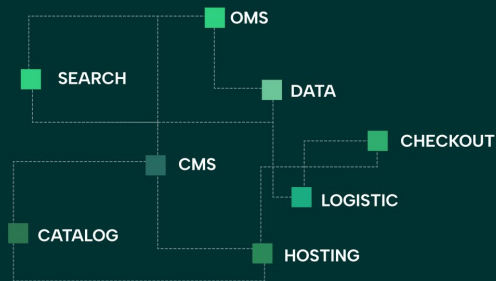
**Simplifies** operation, reducing the number of providers

+

**Scalable and reliable** infrastructure to support your growth

# In 2010's the enterprise challenge was **to sell online**

## Before: Unbundled

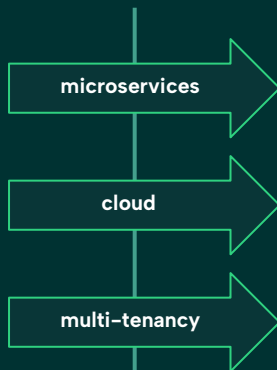


❌ Costly to implement

❌ Complex to build and manage

❌ Scarcity of specialized workforce

technology  
breakthroughs



## After: Bundled



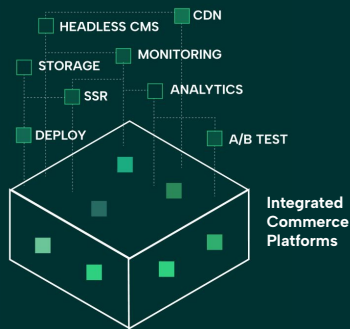
✅ Natively integrated features

✅ Standardization accelerates ecosystem

✅ Bundling optimizes costs and reduces risks

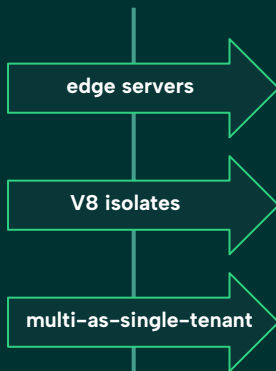
# Now the challenge is to build outstanding commerce experiences

## Before: Unbundled Headless

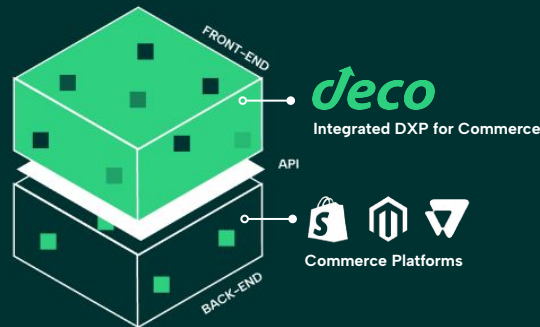


- ✗ Costly to implement
- ✗ Complex to build and manage
- ✗ Scarcity of specialized workforce

technology  
breakthroughs



## With *Deco*: Bundled Headless



- ✓ Natively integrated features
- ✓ Standardization accelerates ecosystem
- ✓ Bundling optimizes costs and reduces risks

# Trusted by the **leading agencies** of the digital commerce ecosystem

**deco** enables partners to:

- Service brands from any platform
- Manage all storefronts in one place
- Maximize developer productivity



● **deco** partner

quadrante vtex 2022

Brazil, April 2022

# Backed up by a multiplatform commerce expert community

610+ members

Hire experts, agencies  
and webdev students

Get the support you need

Join us now:  
[deco.cx/discord](https://deco.cx/discord)

COMMERCE COMMUNITY

BLOCKS

CX PLATFORM



Brands

API Data  
Loaders

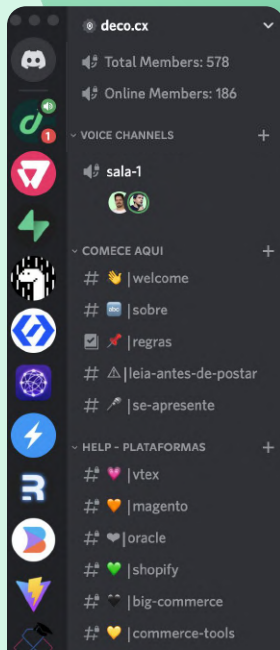
JSX twind  
Sections

Audience  
Matchers

Agencies

Experts

Webdev  
Students



# Pricing plans that scale with you

## Landing

Create blazing-fast landing pages for your needs

**\$15** per month

Subscribe

This includes:

- ✓ 3 user seats
- ✓ 100k pageviews/mo
- ✓ \$10 extra user seat
- ✓ \$5 extra 10k pageviews
- ✓ Max: 2M pageviews/mo
- ✓ Max 3 requests / pageview

## Start

The perfect choice for small businesses and startups

**\$99** per month

Subscribe

This includes:

- ✓ 5 user seats
- ✓ 250k pageviews/mo
- ✓ \$20 extra user seat
- ✓ \$5 extra 10k pageviews
- ✓ Max: 2M pageviews/mo
- ✓ Max 15 requests / pageview

## Grow

More infrastructure to support your growth needs

**\$399** per month

Subscribe

This includes:

- ✓ 10 user seats
- ✓ 500k pageviews/mo
- ✓ \$10 extra user seat
- ✓ \$5 extra 10k pageviews
- ✓ Max 2M pageviews/mo
- ✓ Max 20 requests / pageview

## Enterprise

More scale, control, & support

Contact us

This includes:

- ✓ Custom user seats
- ✓ Custom pageviews/mo
- ✓ Custom extra user seat fee
- ✓ Custom extra pageviews fee
- ✓ Unlimited max pageviews/mo
- ✓ Custom max requests / pageviews

# Thank you



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The logo for 'deco' in a bold, italicized, sans-serif font. The letter 'd' is stylized with an upward-pointing arrow integrated into its vertical stroke. The text is white.



# Further reading



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preact



twind



fresh



to learn more

## BACK TO THE SSR



DENO.COM

### The Future (and the Past) of the Web is Server Side Rendering

A brief history about server-side rendering and why it's the right approach ...



SEQUOIACAP.COM

### Ryan Dahl, Node.js Creator, Wants to Rebuild How We Experience the Web | Sequoia Capital US/Europe



DENO.COM

### You Don't Need a Build Step


The build step helps Node.js/npm run in the browser, optimize end-user...



INFOQ.COM

### Fine-Grained Sandboxing with V8 Isolates

Kenton Varda explains how Cloudflare built a compute platform using V8...

For Developers	(Legacy CMS) <b>VTEX Portal</b>	(Store Framework) <b>VTEX IO</b>	(Gatsby/Next starter) <b>VTEX FastStore</b>	
Developer Experience	Limited server XHTML Client-side JS and CSS	Proprietary JSON framework Fixed React version 16.x	Complex React meta-frameworks	Simple, deno-based, JSX sections and data loaders
Rendering and Data Fetching	US-based server-side navigation	SPA with pre-rendering Proprietary GraphQL	Limited static site generation Proprietary GraphQL	Edge-based, full control on rendering and fetching
Change speed and stability	Manual upload of scripts Refresh takes time	Fast, but error prone due to high complexity dependencies	Slow, requires build on every change, can take over 10m	New code deploys in 3s, realtime content changes
For Business				
PageSpeed Performance	Low to medium, customization requires client-side JS	Low to medium – lots of Javascript sent to browser	Medium to High, more JS sent to browser by default over time	Minimal JS and CSS, server side-rendered close to user
Time to go-live	Medium	Medium	Depends on lots of choices (CMS, deploy, monitoring...)	Fastest — full digital experience tooling included out of the box
Freedom to innovate	Limited, VTEX-only data on server-side	Medium, requires learning a proprietary API	High, but focused on VTEX APIs	High, natively multi-platform
Total cost of ownership	Low, VTEX-managed	Low, VTEX-managed	High, requires integration with other products	Lowest — replaces 5+ products with one
Support	Simple, +10 years in the market	Simple, mature Latam ecosystem	Closed beta, mostly enterprise support	24/7 discord community, dedicated senior team