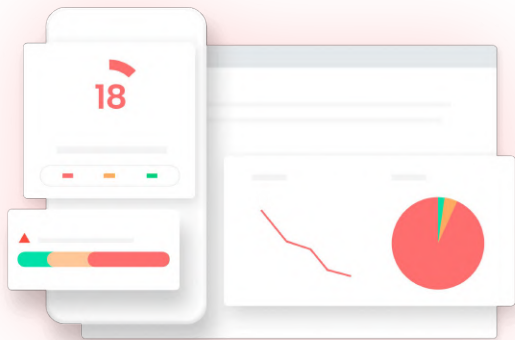Dec 2022

deco

High–Performance Commerce Experience

We have seen this over and over again:

Enterprises spend **millions of dollars**

Annual cost > $200k for enterprises (commerce platform + third parties)

Implementation takes **months**

Go-to-market takes 9 months on average for enterprise projects

Delivered stores **underperform**

Lighthouse performance score < 55 on average enterprise ecommerce

Operation is **too complex to evolve**

"I'd rather renovate my physical store than update my website"

What if:

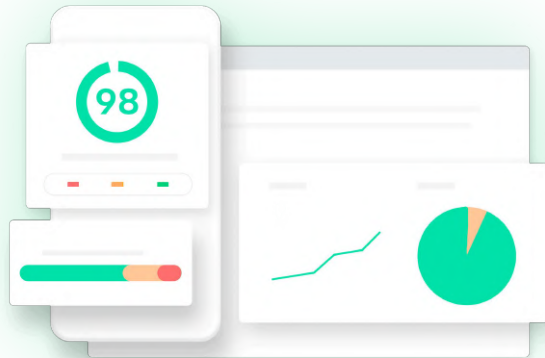**Implementation took weeks**
From 9 months to 9 weeks

Stores were lightning-fast
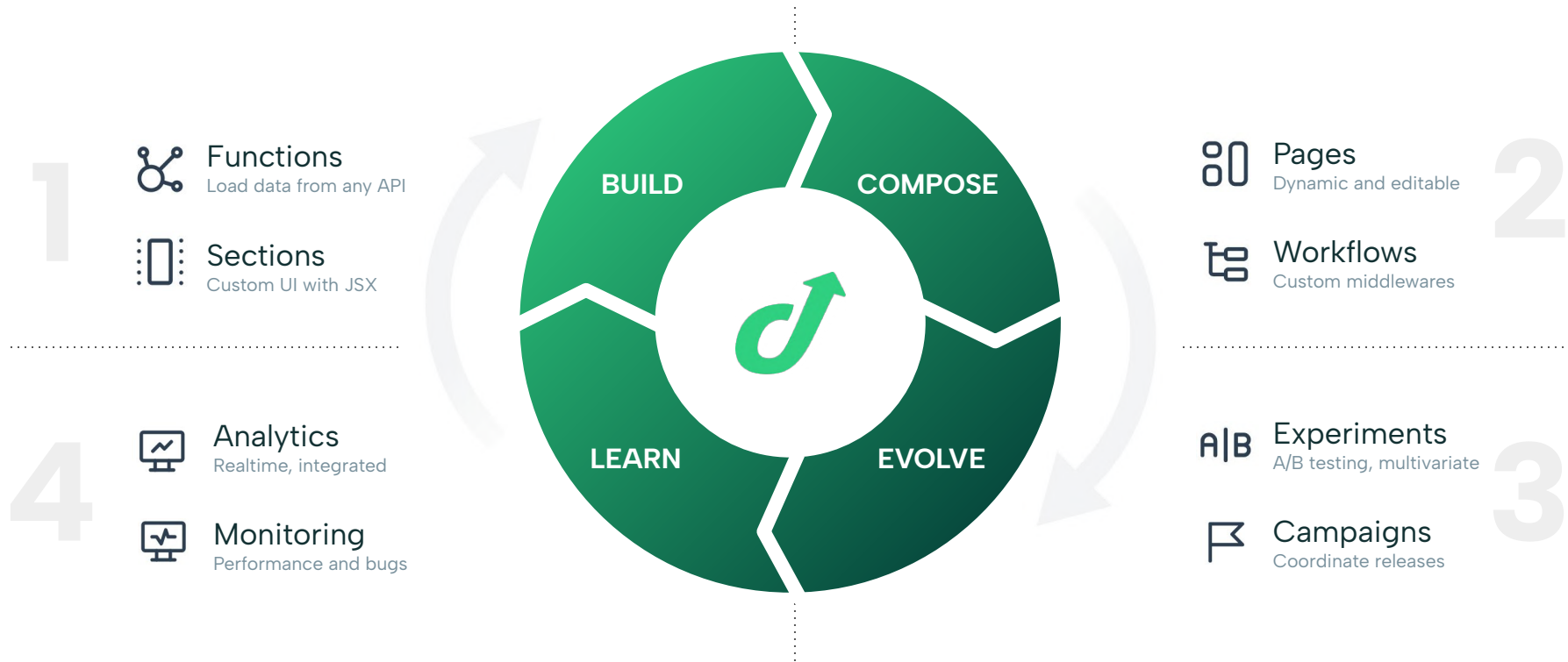From ~55 to 95+ Lighthouse performance

Operation evolved every day
Autonomy to test, evolve and learn from real data

deco is the **unified platform** for **tech and biz** teams to build and evolve **high-performance commerce experiences**

BUILD

COMPOSE

LEARN

EVOLVE

1

Functions
Load data from any API

Sections
Custom UI with JSX

2

Pages
Dynamic and editable

Workflows
Custom middlewares

4

Analytics
Realtime, integrated

Monitoring
Performance and bugs

3

Experiments
A/B testing, multivariate

Campaigns
Coordinate releases

Demo
Meet Our Product

Variants

New variant

All   Published   Drafts   Archived

Special banner site
Updated 2 days ago by guirodrigues

Variant created to try the new home banner designed by Augusto for the comfort campaign.

3,1% conversion
50% of the audience

● Published

YZY highlight
Updated 1 day ago by lucis

Variant created to increase the sales of the YSY shoes.

2,6% conversion
50% of the audience

● Published

World cup
Updated 2 days ago by guirodrigues

New website in development for the 2022 world cup

N/A
Not published

Draft

Black Friday
Updated 2 days ago by guirodrigues

New website in development for the 2022 Black Friday event

N/A
Not published

Draft

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

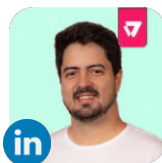Our team was crucial on VTEX growth from 200 to 2000 people – and IPO...

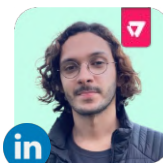**Guilherme Rodrigues**
Co-Founder / SWE
VTEX 2012–2021

Augusto Barbosa
Product Designer
VTEX 2010–2021

Tiago Gimenes
Software Engineer
VTEX 2018–2022

Rafael Crespo
Co-Founder / Mkt
VTEX 2019–2022

Luciano Júnior
Co-Founder / SWE
VTEX 2018–2021

Matheus Gaudencio
Software Engineer
VTEX Lab Partner

Muriel Dias
Product Designer
Amazon, 5o Andar
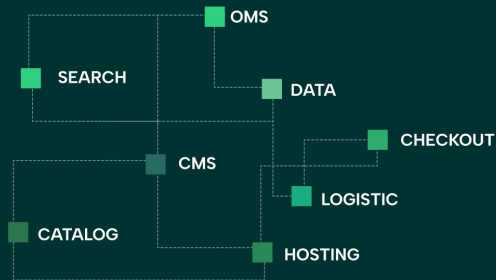
Igor Brasileiro
Software Engineer
VTEX 2020–2021

Maria Luiza Aires
SWE Intern
Enext

...and now hired relevant founding full-time employees.

FastStore • Store Framework • VTEX IO • VTEX Admin • Smart Checkout IPO • Hiring and Culture • Employer Branding • Internal Communication

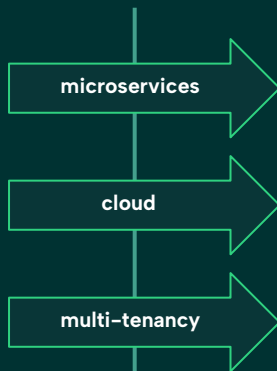# In **2010**'s the enterprise challenge was **to sell online**

Before: **Unbundled**

OMS
SEARCH
DATA
CHECKOUT
CMS
LOGISTIC
CATALOG
HOSTING

technology breakthroughs

microservices

cloud

multi–tenancy

After: **Bundled**

Integrated Commerce Platforms

❌ Costly to implement

❌ Complex to build and manage many providers
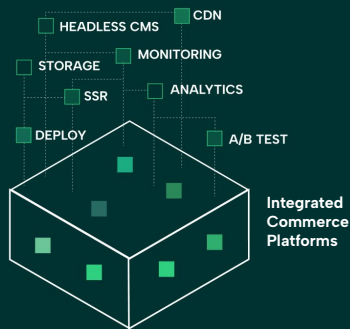
❌ Scarcity of specialized workforce

✅ Integrated features

✅ Standardization accelerates distribution

✅ Bundling optimizes costs and reduces risks

Now the challenge is to build
outstanding omnichannel experiences
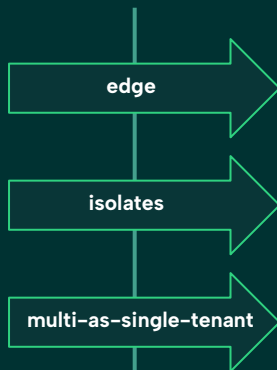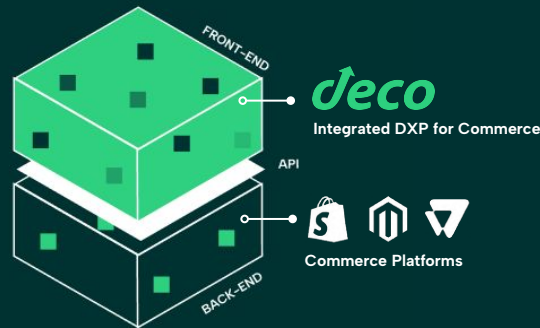
Now: **Unbundled** Headless

technology breakthroughs

With deco.cx: **Bundled** Headless

CDN
HEADLESS CMS
MONITORING
STORAGE
SSR
ANALYTICS
DEPLOY
A/B TEST
Integrated Commerce Platforms

edge

isolates

multi-as-single-tenant

deco
Integrated DXP for Commerce
API
Commerce Platforms
FRONT-END
BACK-END

❌ Costly to implement

❌ Complex to build and manage many providers

❌ Scarcity of specialized workforce

✅ Integrated features

✅ Standardization accelerates distribution

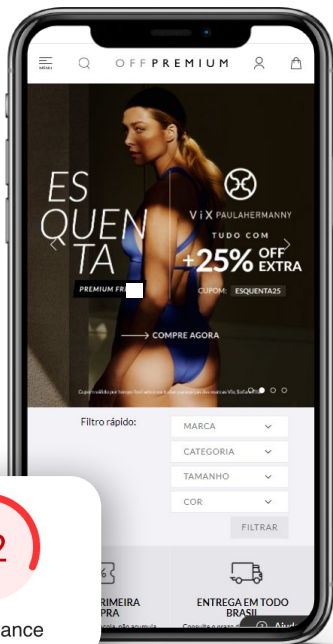✅ Bundling optimizes costs and reduces risks

TECHNOLOGY BREAKTHROUGH
Our Edge–Native Stack

- Deno, Supabase, Fresh, JSX, twind
- Focus on developer productivity
- Dynamic configuration management
- Instant deploy to the edge
- Open source to the core

High-Performance Stores
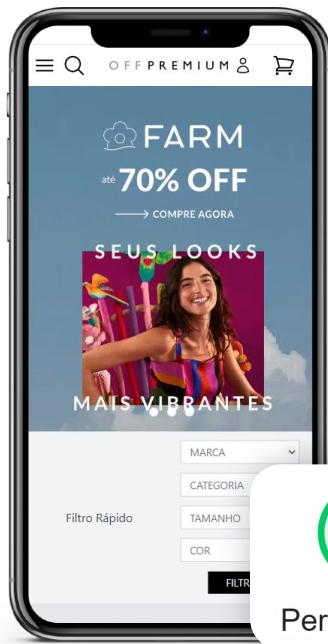

Without deco.cx, using React-based SPA framework

WITH deco

Faster page speed = Higher conversion rates

32 Performance

100 Performance

Simple and Cheap Operation

Integrations — wevo

Headless CMS — prismic

Monitoring — bugsnag

Analytics — hotjar

CDN — CLOUDFLARE

A/B Testing — Optimizely

Deploy — ▲ Vercel

Students / Open Source
FREE

Startups
$99 /mo

Mid-Market
$499 /mo

Enterprises
$2,999+ /mo

deco

Saves on total cost of ownership
+
Simplifies operation, reducing the number of providers
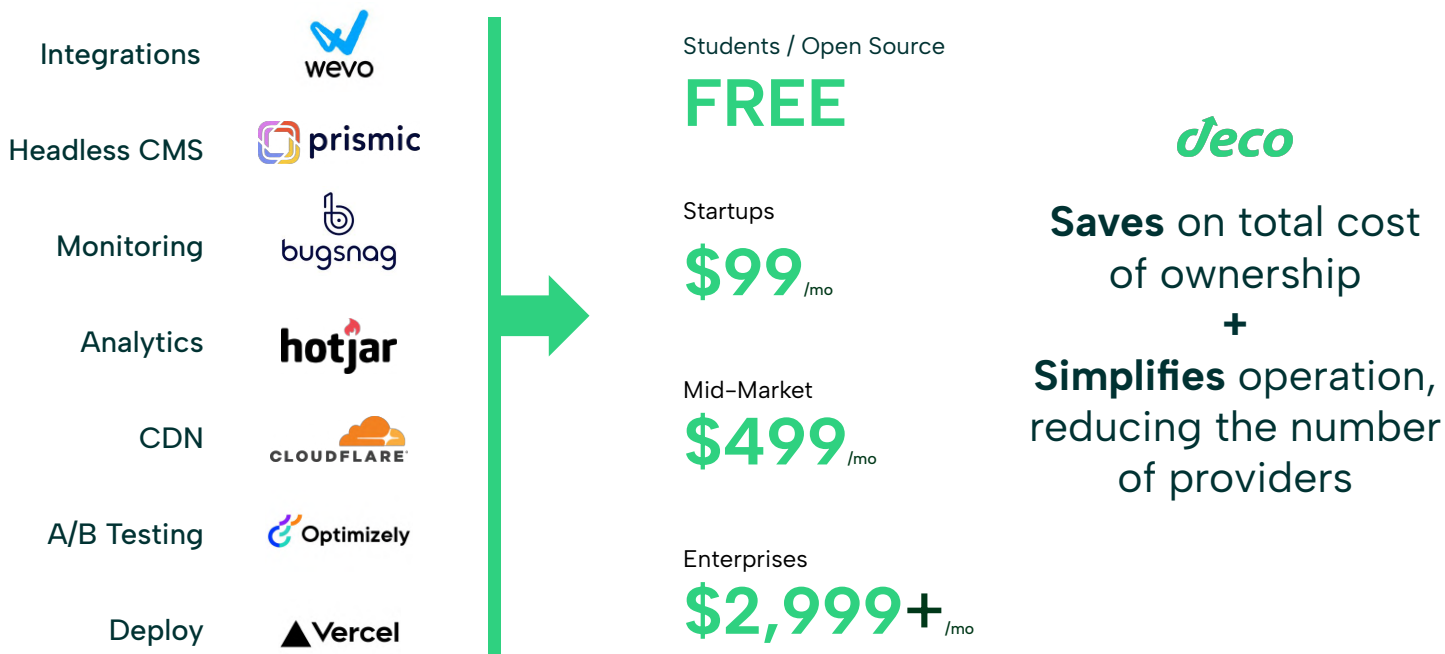
The opportunity in the next decade for ecommerce is

Gigantic

Ecommerce is accelerating.[1]

+3T in 5 years

+3T in 10 years

6.4

3.4

0.4

2009   2019   2024
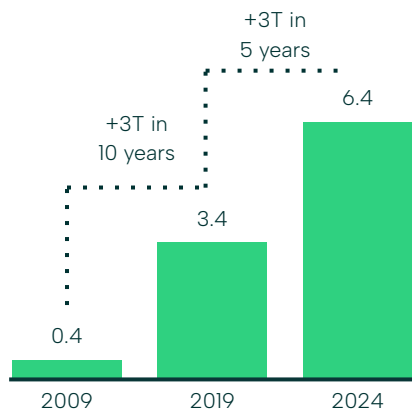
Worldwide retail ecommerce sales ($ trillion)

Sources

statista.com
statista.com
statista.com,
investors.vtex.com,

savemycent.com,
investors.bigcommerce.com,
commercetools.com/blog/
marketsandmarkets.com/

LatAm is the fastest–growing region.[2]

	Ecommerce Growth (2020)	Ecommerce Penetration
Latin America	37%	6%
North America	32%	14%
Central & Eastern Europe	29%	8%
Asia–Pacific	26%	28%
Western Europe	26%	13%
Middle East & Africa	20%	3%
Worldwide	28%	18%

Global addressable market.[3]

$6.4T
Worldwide ecommerce market (2024)

$200bn
GMV – VTEX, Magento, Big Commerce & Comerce tools (2021)

$14bn
Digital Experience Platform market size (2024)

And we are going to capture it ❯

We scale through a powerful ecommerce agency ecosystem that **resells our platform** because they get:

- Simple, unified operation
- Easier stack for hiring and training
- New revenue streams and markets

Hunters

Most Valuable Partners

Corebiz

Maeztra

M3

Codeby

Avanti

b8one

ACCT

2B Digital

FRN³

Original.io

Econverse

Driven.cx

Enext

Agência e-Plus

Trinto

We.Digi

Agência N1

Método

Jüssi

Híbrido

Delivery Efficiency

Niche Players

Engineers

Engineering Capabilities

● Mid-Market   ● Enterprise   ● Enterprise + Certified   Brazil, April 2022

We are building the largest multiplatform commerce expert community

Where customers meet digital agencies meet developers for hire — organic growth that generates business for everyone.

Join us now:
deco.cx/discord

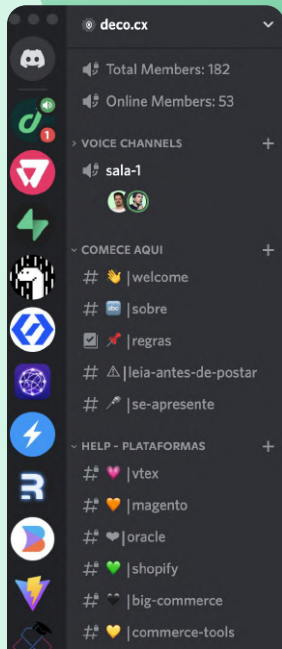
COMMERCE COMMUNITY   INTEGRATIONS   CX PLATFORM

Brands

Agencies

Experts

Webdev Students

3rd party integrations

Built-in integrations

deco.cx

Total Members: 182
Online Members: 53

VOICE CHANNELS
sala-1

COMECE AQUI
👋 |welcome
💬 |sobre
✅ |regras
⚠️ |leia-antes-de-postar
🔍 |se-apresente

HELP - PLATAFORMAS
💜 |vtex
🧡 |magento
🧡 |oracle
💚 |shopify
💙 |big-commerce
🧡 |commerce-tools

$8.4 Bn ─────── ARR Headless Enterprise Commerce Platforms
in 2025 (VTEX, Shopify Plus, Adobe, Big Commerce, Commerce Tools, Salesforce, SAP)*

$2 Bn ─────── We charge ~25% of their cost

$20 M ─────── 1% market share
deco.cx ARR in 2025

*Oracle Commerce Cloud not considered. Sources and proxies on this spreadsheet.

Competition

	deco	Adobe Experience Manager	shōgun	Vue Storefront	FRONTASTIC	deity	uniform
Open-source	YES	NO	NO	YES	NO	NO	NO
Enterprise-first	YES	YES	NO	NO	NO	YES	NO
Growth Avenue	VTEX	Magento	Shopify	BigCommerce	Commercetools	Big Commerce	Commercetools
Edge-Native	YES	NO	NO	NO	NO	NO	NO

Thank you!

✉️

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+55 (21) 98844–7814

deco