

March 2023

Sales Deck



High-Performance Commerce Experience Platform

Hello!

We are *deco*

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



Guilherme Rodrigues
Co-Founder / SWE
VTEX 2012-2021



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Staff SWE
VTEX 2018-2022



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Microsoft, VTEX



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SWE / Professor UFCG
VTEX Lab Partner



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SWE Intern
UFCG



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Co-Founder / Mkt
VTEX 2019-2022



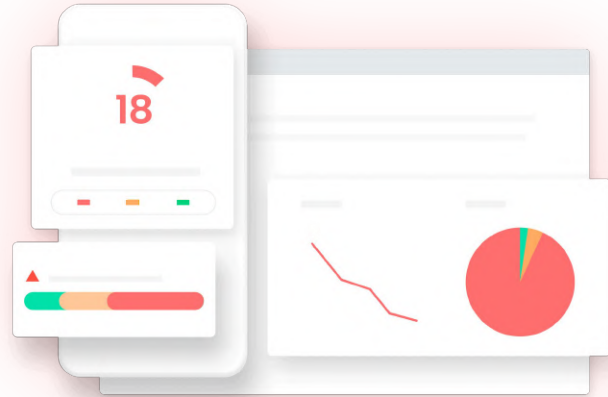
Muriel Dias
Product Designer
Amazon, QuintoAndar



Igor Brasileiro
Software Engineer
VTEX 2020-2021



Fernando Souto
SWE Intern
UFCG



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 is the headless storefront builder that increases revenue

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



Edge-native server-side rendering 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



deno



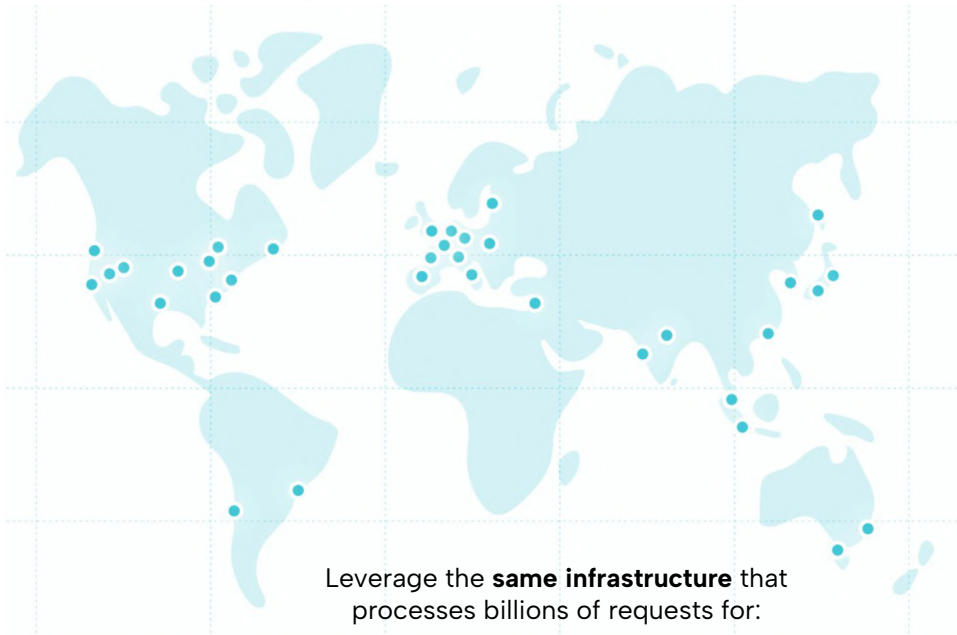
preact



twind



fresh



netlify

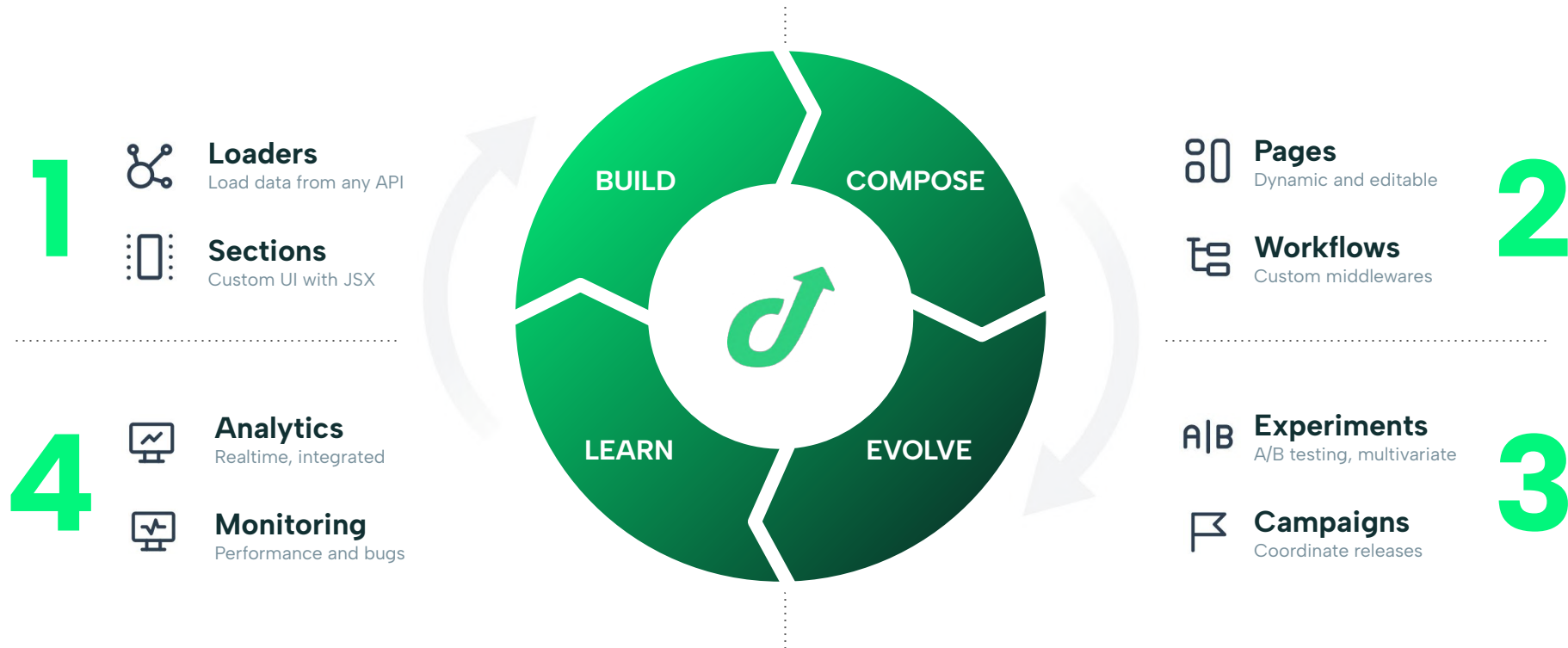


slack

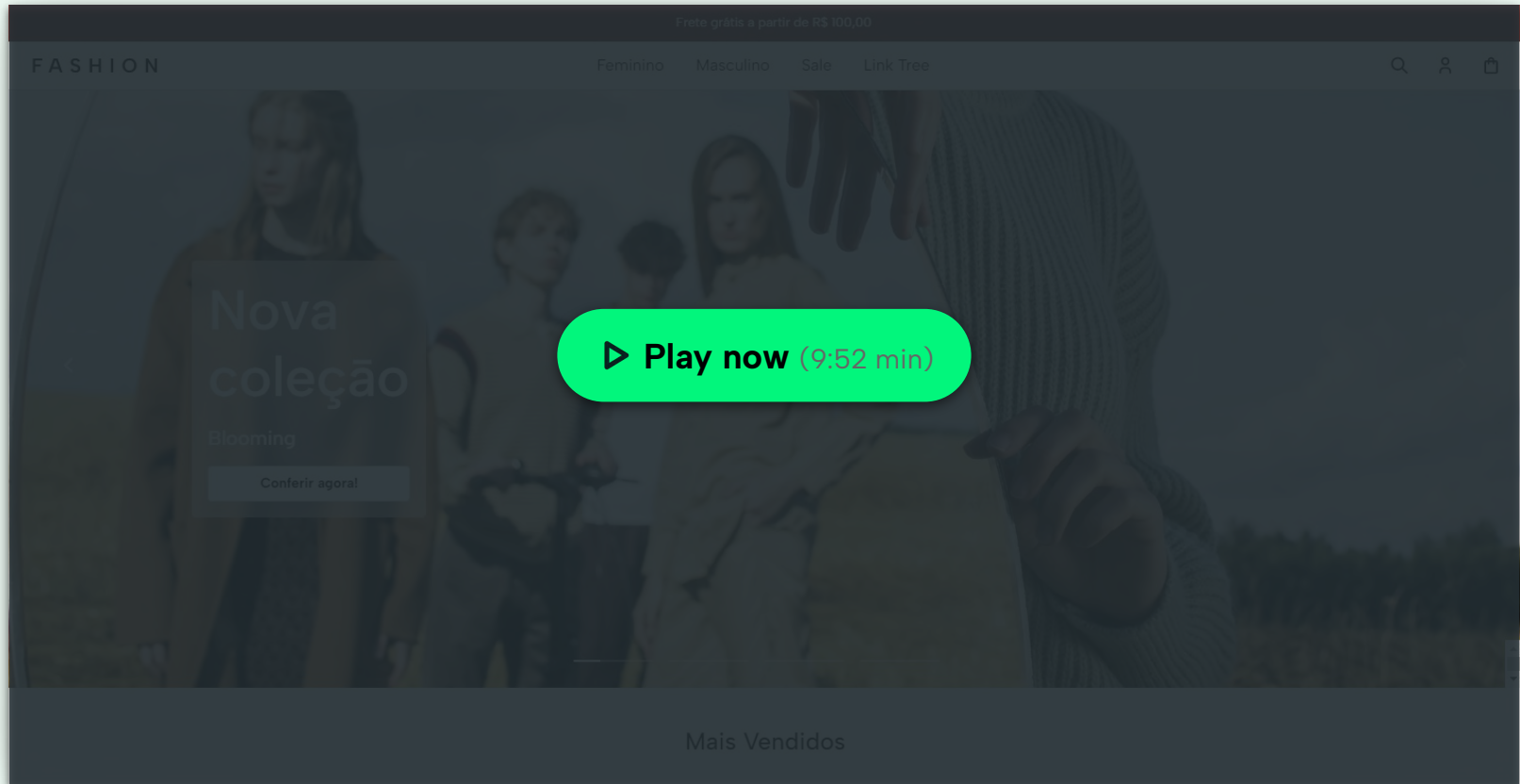


supabase

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

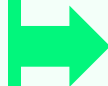
When **AutoAnything** reduced page load time by half, they saw a boost of 12% to 13% in sales.

Simple & 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 |  wevo |
| Headless CMS |  prismic |
| Monitoring |  bugsnag |
| Analytics |  hotjar |
| CDN |  CLOUDFLARE |
| A/B Testing |  Optimizely |
| Deploy |  Vercel |



deco

Saves on total cost of ownership

+

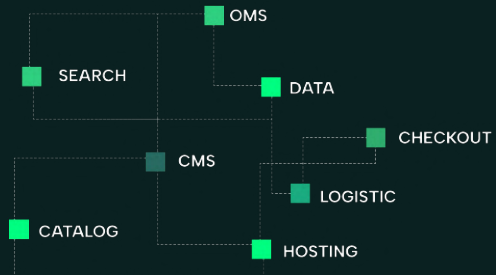
Simplifies operation, reducing the number of providers

+

Scalable and reliable infrastructure to support your growth

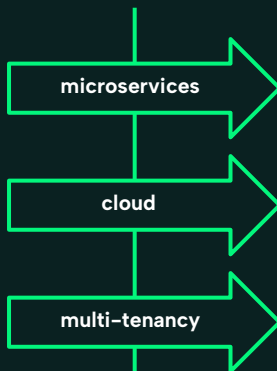
In 2010's the enterprise challenge was to sell online

Before: Unbundled

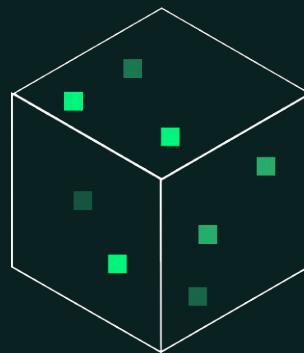


- ✗ Costly to implement
- ✗ Complex to build and manage
- ✗ Scarcity of specialized workforce

technology
breakthroughs



After: Bundled

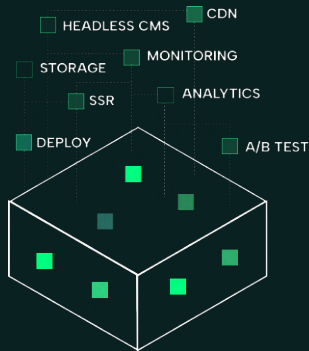


Integrated
Commerce
Platforms

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

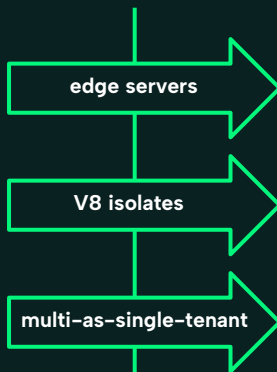
Now the challenge is to build outstanding commerce experiences

Before: Unbundled Headless

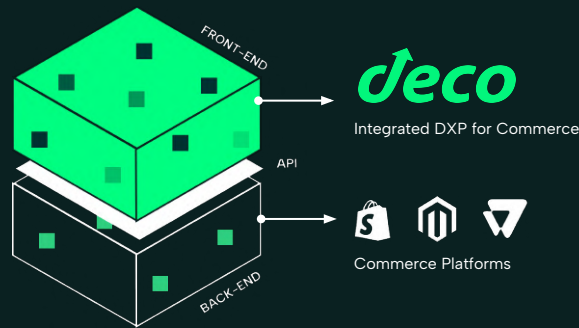


- ✗ Costly to implement
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technology
breakthroughs



With *Deco*: Bundled Headless



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

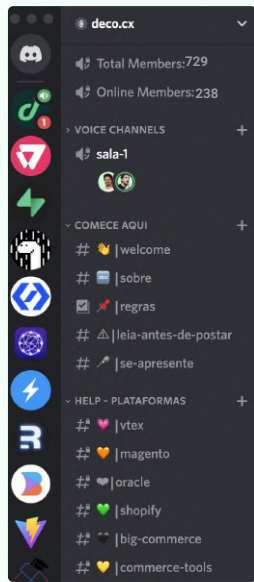
Trusted by the **leading agencies** of the digital commerce ecosystem

deco enables partners to:

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



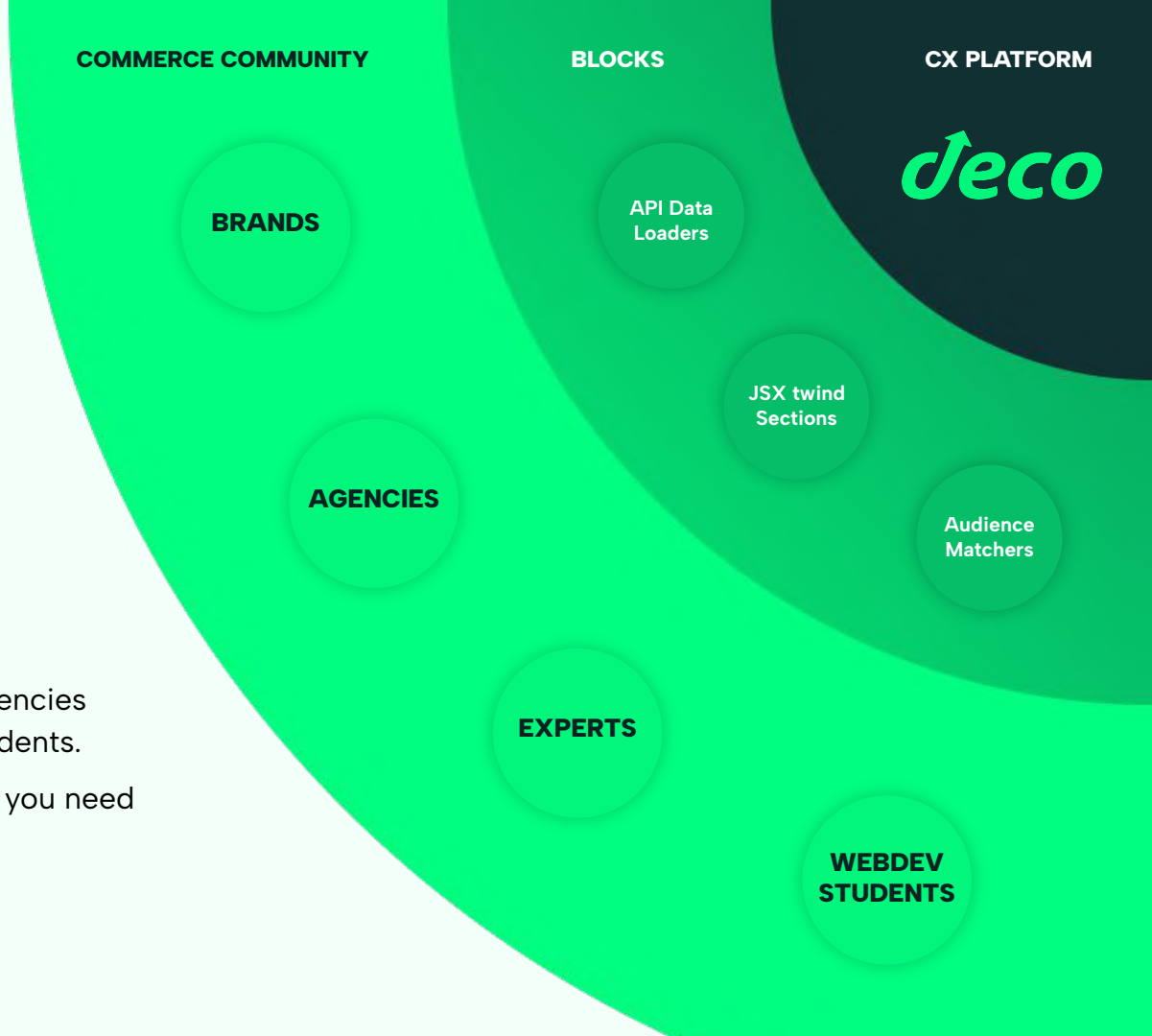
Backed up by a
multiplatform
commerce expert
community



760+ members

- ❑ Hire experts, agencies and webdev students.
- ❑ Get the support you need

Join us now:
deco.cx/discord



Pricing plans that scale with you

Landing

Create blazing-fast landing pages for your needs

\$15 per month

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

Subscribe

Start

The perfect choice for small business and startups

\$99 per month

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

Subscribe

Grow

More infrastructure to support your growth needs

\$399 per month

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

Subscribe

Enterprise

More scale, control & support

Custom

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

Contact us

Thank you



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The logo for 'Deco' in a stylized, italicized, sans-serif font. The letter 'd' is lowercase and features a small upward-pointing arrow above its stem. The letters 'e', 'c', 'o' are lowercase. The logo is white and is positioned on a dark blue background with a large, curved, light blue shape on the right side.



Further reading



deno



preact



twind



fresh



Click 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 ...



DENO.COM

You Don't Need a Build Step

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



SEQUOIAICAP.COM

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



INFOQ.COM

Fine-Grained Sandboxing with V8 Isolates

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

For Developers

- Developer Experience
- Rendering & Data Fetching
- Change speed & stability

(Legacy CMS)

VTEX Portal

Limited server XHTML
Client-side JS and CSS

US-based
server-side navigation

Manual upload of scripts
Refresh takes time

(Store Framework)

VTEX IO

Proprietary JSON framework
Fixed React version 16.x

SPA with pre-rendering
Proprietary GraphQL

Fast, but error prone due to high
complexity dependencies

(Gatsby/Next starter)

VTEX FastStore

Complex React meta-frameworks

Limited static site generation
Proprietary GraphQL

Slow, requires build on every
change, can take over 10m

deco

Simple, deno-based, JSX
sections and data loaders

Edge-based, full control on
rendering and fetching

New code deploys in 3s,
realtime content changes

For Business

- PageSpeed Performance
- Time to go-live
- Freedom to innovate
- Total cost of ownership
- Support

Low to medium, customization
requires client-side JS

Medium

Limited, VTEX-only
data on server-side

Low, VTEX-managed

Simple, +10 years
in the market

Low to medium - lots of
Javascript sent to browser

Medium

Medium, requires learning
a proprietary API

Low, VTEX-managed

Simple, mature
Latam ecosystem

Medium to High, more JS sent to
browser by default over time

Depends on lots of choices
(CMS, deploy, monitoring...)

High, but focused on
VTEX APIs

High, requires integration
with other products

Closed beta, mostly
enterprise support

Minimal JS and CSS, server
side-rendered close to user

Fastest — full digital experience
tooling included out of the box

High, natively
multi-platform

Lowest — replaces
5+ products with one

24/7 discord community,
dedicated senior team