

# Headless eCommerce Platforms Category



## Headless eCommerce Platforms Category

Headless eCommerce Software is a software designed to support e-commerce in a way that allows for flexibility of front-end and back-end design, independently of one another. This type of software enables functionality on the back end while facilitating customization of the user experience and vice versa.

Headless eCommerce Software is created as a response to the need of developers to maintain functionality while staying abreast of consumer user experience trends. By decoupling the back- and front-ends of online shopping platforms, developers and merchants can edit a platform without impacting performance.



# Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

## CONTENT SCORE

- ▣ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ▣ Customer reference rating score
- ▣ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ▣ Total # of profile views on FeaturedCustomers platform
- ▣ Total # of customer reference views on FeaturedCustomers platform

## MARKET PRESENCE SCORE

- ▣ Social media followers including LinkedIn, Twitter, & Facebook
- ▣ Vendor momentum based on web traffic and search trends
- ▣ Organic SEO key term rankings
- ▣ Company presence including # of press mentions

## COMPANY SCORE

- ▣ Total # of employees (based on social media and public resources)
- ▣ Year-over-year change in # of employees over past 12 months
- ▣ Glassdoor ranking
- ▣ Venture capital raised

## Award Levels



### MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



### TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



### RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



## 2021 Customer Success Awards

Check out this list of the highest rated Headless eCommerce Platforms software based on the FeaturedCustomers Customer Success Report.



### MARKET LEADERS



### TOP PERFORMERS



### RISING STARS



\* Companies listed in alphabetical order





60

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT AMPLIENCE



Amplience have been helping businesses create engaging online experiences since 2007. Amplience have constantly iterated technology to meet the increasing complexity of ecommerce content and the demands of the market. Now they have built a platform that incorporates the strengths of dynamic media, rich shoppable content, video and image optimization, user generated content, and much more.

### Featured Testimonials

“Our online presence is our business. That is why we never rest on the status quo, but place our focus on the future. Our mission at Otto.de is to harness innovative technologies to provide a positive shopping experience across all our specialist shops. Amplience offered the power and capabilities we were looking for. In addition, we were impressed by the team's knowledge and expertise both before and after the migration. It's great to work with a partner that mirrors the drive and ambitions of our parent Otto Group.”



JURGEN HOLTSCMIDT  
HEAD OF TECHNICAL PRODUCT DEVELOPMENT, MARKETING & INTEGRATION, OTTO

“The Amplience Dynamic Media solution enables our customers to be confident in their purchase. Since the launch, Heritage Parts has received positive feedback from customers, many citing the importance of the 360° and 720° viewers. We look forward to working with Amplience to ensure our site remains innovative and empowers our customers to shop effectively.”



STEVEN SUDDARTH  
ECOMMERCE MANAGER, HERITAGE PARTS

“Amplience was unique in its content management approach through its cloud platform, and gave us exactly what we were looking for. Content is created, stored and delivered on the same platform through one continuous process. It gives us much greater scope to respond to events with fresh, engaging content.”



MICHAEL FORSSTRÖM  
HEAD OF UNIT, ONLINE SYSTEMS AND SOLUTIONS, DNA OYJ

“Amplience enables us to create compelling, localised content quickly and cost effectively, making it easy to update and manage multiple international sites with local currencies. Ultimately, we've been able to create a far richer experience on-site, manage the cost of future growth and increase customer engagement.”



CHRIS GRIFFIN  
HEAD OF ECOMMERCE, SUPERGROUP

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#### ABOUT BLOOMREACH



Bloomreach is a fast-growing Silicon Valley firm that brings the first open and intelligent Digital Experience Platform (DXP) to leading global brands. Bloomreach drives customer experience to accelerate the path to conversion, increase revenue, and generate customer loyalty. They make this happen with a team of smart, open, accountable, passionate, fun and no-drama-minded people. Bloomreach software enables highly personalized digital experiences for retailers, banks, distributors, manufacturers, public service agencies and other enterprises.

162

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Before meeting Bloomreach, marketers had to copy and paste content four times every time there was an update. Now they make an update to one content document and can immediately publish across all sites.”



CAMILLA BOEL  
WEB INSIGHTS & OPTIMIZATION MANAGER, TOPDANMARK

“Bloomreach is the perfect blend of art and commerce. It enables us to set rules to influence machine learning to drive key trends and metrics like margin, Average Order Value, and conversion rate.”



HARRIET DOWELL  
ECOMMERCE TRADING MANAGER, BODEN

“Content is key to our success, and that's why Bloomreach Experience is so important to our strategy. Bloomreach Experience enables us to remain competitive in SEO rankings at that crucial step in the customer journey.”



STEFF SZYMANEK  
MARKETING MANAGER, GULP

“We love the new site - it's fast and responsive. But we're most proud of what you don't see: the amazing Bloomreach Experience backend, and the increased efficiency and security it's brought us.”



ANNETTE LANGEDIJK  
ICT CONSULTANT IN RESEARCH AND EDUCATION + AGILE PROJECT MANAGER, AMSTERDAM  
UNIVERSITY OF APPLIED SCIENCES

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POTTERY  
BARN

Staples

Sabra

Shutterfly

Neiman Marcus



#### ABOUT ELASTIC PATH



Elastic Path customers are innovators who seek the ultimate in flexibility and business agility. Elastic Path help these innovators generate billions in revenue with patented ecommerce technologies. Elastic Path's flexible enterprise commerce software seamlessly brings omnichannel ecommerce directly into marketing clouds and experience management platforms — enabling a complete digital customer journey that maximizes engagement and drives higher revenue.

79

Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“We selected Elastic Path for its powerful APIs, flexibility, and the robust documentation. The support from the entire Elastic Path team throughout the sales cycle into implementation has demonstrated their commitment to our success and further validates our selection choice.”



RUYI REN  
FORMER HEAD OF TECHNOLOGY, SCOUT & CELLAR

“We knew we needed an agile solution that would depart from the monolith approach and give us flexibility. We selected Elastic Path because their solution allows us to customize to a very large degree through a solid backend while still allowing us to own the front-end experience.”



RICCARDO CARUSO  
FORMER DIRECTOR OF ECOMMERCE AND DIGITAL ANALYTICS, ILLUMINA

“We chose Elastic Path for its flexibility. With our business, we had a need to create multiple catalogs, so that was one of the driving factors. Also, speed was a factor. We needed to do something very quickly, so the speed and some of the capabilities of Elastic Path were very appealing to us at that time.”



BRIAN KLAUS  
DIRECTOR OF ECOMMERCE, JOHNSTONE SUPPLY

“I love Elastic Path's flexibility and its ability to do things out-of-the-box that other platforms can't do at all. It meets our current requirements and our long-term future requirements. It gives us the power to craft our site just how we want it and create a personalized experience for each customer.”



CARLA GONZALES  
FORMER E-COMMERCE MANAGER, WURTH LOUIS AND COMPANY

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#### ABOUT KIBO COMMERCE



Kibo provides cloud commerce solutions inspired by your needs and designed to empower your teams. their software and services include eCommerce, Order Management, Certona Personalization, and Mobile Point of Service for retailers and brands. Whether you're an eCommerce veteran or just getting started, B2C or B2B, their solutions are designed to power the shopping experience - from first click to doorstep - and to scale with you as your business grows.

60

Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“Working with Kibo makes it easy to maintain our creative as well as segmenting content to the right customers.”



LIZ BONDELID  
ECOMMERCE MANAGER, HELLY HANSEN

“As an agile team, we use Kibo to optimize the customer experience, validate lift and improve key metrics.”



CHARLOTTE QUINN  
CONVERSION RATE OPTIMIZATION EXECUTIVE, REGATTA

“Kibo is a big part of our success. By opening up inventory from stores, they helped us generate an extra 25% in revenue. Those are sales that otherwise wouldn't have been made because that inventory wouldn't have been available to ecommerce customers.”



MARCO NOBERT  
VP OF CRM, DIGITAL MARKETING, LAURA

“In partnership with Kibo, we have streamlined websites so that we can manage both our B2B and B2C business simultaneously using a single product catalog. Since launching on Kibo Ecommerce in 2018, our B2B traffic has increased 58%, and our average order value has increased 4%.”



DEBBIE CAAMANO  
WEB MARKETING MANAGER, COMPANY C

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#### ABOUT NACELLE



Nacelle is the headless commerce platform for composing best-of-breed solutions. FTD, Something Navy, Boll & Branch and Barefoot Dreams have chosen Nacelle to go headless and accelerate time to value while seeing dramatic improvements in webstore performance, developer velocity, and flexibility. Nacelle is a 100% remote company that believes in core values of: forever learning, honesty and integrity, ownership, and teamwork. It is backed by Tiger Global, Inovia Capital, Index Ventures, Accomplice, Lerer Hippeau, High Alpha and Silas Capital. To learn more visit [www.nacelle.com](http://www.nacelle.com).

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## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Headless with Nacelle has removed a lot of friction from my daily workflows. The ability to leverage flexible content modeling, as well as modern tooling and frameworks like Nuxt, allows me to focus on building new experiences for our customers, rather than spending time working around platform limitations.”



MACKENZIE PATTERSON  
FRONTEND ENGINEER, ILIA BEAUTY

“Nacelle pairs a world-class product with world-class service. The performance of the Nacelle platform is unprecedented and has allowed Something Navy to reach new heights. The site took a beating from our excited customers and it never flinched. We would not have generated \$1M+ in the first day without Nacelle's technology.”



CAROLINE NYPE  
ASSOCIATE VICE PRESIDENT OF DIGITAL AND MARKETING, SOMETHING NAVY

“Nacelle allowed us to implement all of the design and UX goals we had for our new site that a standard site template would not have been able to provide. We're thrilled with the customization, security, and ease of use that Nacelle offers.”



KATIE JOHNS  
MARKETING MANAGER, BAREFOOT DREAMS

“The whole team at Nacelle were great partners through the entire process. We had an ambitious timeline but were able to get the entire project done on time with Nacelle's help. We now have a faster, more performant website that we're thrilled with.”



AARON DALLEY  
CO-FOUNDER, ENSO RINGS

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SOMETHING NAVY

BOLL & BRANCH

LOLA





#### ABOUT SHOGUN

# shōgun

Shogun is an ecommerce experience platform empowering brands to drive higher conversions, revenue, and brand loyalty. Their products Shogun Page Builder and Shogun Frontend help teams build and optimize their online stores to deliver exceptional experiences. Their products integrate with ecommerce platforms like Shopify and BigCommerce, and their 18,000 customers include Leesa, MVMT, Timbuk2, and Chubbies. Visit [www.getshogun.com](http://www.getshogun.com) for more.

19

Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“In-store, you shop by section, by brand or by fragrance, not by individual product. Shogun allowed us to do that quickly and in-house.”



JAMES WILSON  
GROWTH MARKETING MANAGER, BEARDBRAND

“Being able to test and identify the people that needed extra information, and building out the supplementary pages that provide it with Shogun, has likely led to an additional \$2.5M in revenue.”



CONNOR MACDONALD  
CHIEF MARKETING OFFICER, THE RIDGE WALLET

“Shogun easily made our development team 20-30% more productive — this saved us at least \$60,000 in development costs since we’ve started using Shogun for our clients’ projects.”



CREATEUR

“Rumpl is a team of 15 people. Shogun allows us to build almost anything we can imagine within a few hours without outside help.”



SHANE ROACH  
ECOMMERCE MANAGER, RUMPL

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blueswitch

EVELYN BOBBIE

Beardbrand

leesa

BADGLEY MISCHKA



84

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT VTEX



VTEX provides cloud based e-Commerce Platform and Omnichannel solutions. Known for their vanguard technology and by being a time-to-revenue platform, VTEX has been recognized by the analysts from Gartner and Forrester, as a Global Leader for Digital Commerce. VTEX is ranked on Gartner's Magic Quadrant for Digital Commerce. VTEX is present in 28 countries and is trusted by 40% of the top brands in the world including Sony, Disney, Whirlpool, Electrolux, C&A, Cencosud, Boticário, Avon, Lancôme, Walmart, Staples, Nokia, Fravega, Coca-Cola, Personal and Lego.

### Featured Testimonials

“A lot of the things that we desire can easily be done on the VTEX platform and, for the rest, VTEX and Ecomsur find solutions and workarounds to our pain points. I know you listen to us, so we are more than happy with the service we have.”



DANIEL LÓPEZ  
ECOMMERCE MANAGER, COCA COLA

“The [VTEX] platform gave us the ability to better understand our data across the entire business. From pricing, logistics, customer profile - all perspectives. The beauty of this project is that in the end everything is connected.”



LORIANNA EGOZCUE  
ECOMMERCE CHANNEL MARKETING MANAGER, STANLEY BLACK & DECKER

“The team helped us translate our vision into an actionable roadmap for high-quality ecommerce. It even brought new ideas. That's what's so great about working with VTEX, it's possible to plug in solutions that other big retailers are using, whether it's related to payment, UX, or customer communication and we can do that very fast.”



CRISTIANO MINEIRO  
MARKETING MANAGER, NISSAN

“We found out that it was possible to build a completely seamless experience for the customer using VTEX's headless commerce capabilities.”



MAURICIO HENAO  
HEAD OF DIGITAL IT INNOVATION AMERICAS, L'OREAL

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SONY



L'ORÉAL



163

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT COMMERCE TOOLS



Commercetools is a next generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. Its leading-edge API approach helps retailers create brand value by empowering commerce teams to design unique and engaging digital commerce experiences everywhere – today and in the future. Their agile, componentized architecture improves profitability by significantly reducing development time and resources required to migrate to modern commerce technology and meet new customer demands.

### Featured Testimonials

“The headless approach - in my opinion - is the only approach you should be looking at, at this point. We were ahead of the curve [using APIs and headless]. Using commercetools has also really helped their development team. The developers can see how we built our APIs, and they can model their own custom APIs off of what commercetools does.”



DAVE PATTISON  
CIO AND VICE PRESIDENT INFORMATION TECHNOLOGY, MISSION LINEN SUPPLY

“commercetools offers a cutting-edge headless technology solution that allows us to progress with a microservices, modular approach to build an enterprise-level core platform for individual brands. commercetools enables us to consolidate our platform globally and gives us both the economy of scale we need and the freedom we want to explore new possibilities.”



MATTHEW STOCKER  
DIGITAL SOLUTIONS MANAGER, GLEN DIMPLEX

“The commercetools microservices, API and headless approach makes us faster. We went from releasing updates every 2-3 months to multiple re-releases a week. This helps us meet the needs of the business and keep up with market demands.”



BRENDAN GUALDONI  
VICE PRESIDENT OF ENTERPRISE ARCHITECTURE, COMMERCE AND INTEGRATION, EXPRESS

“We wanted maximum flexibility for the future of our e-commerce strategy. With the commercetools' headless approach we create inspiring shopping experiences for our customers. As a next step, we can flexibly integrate the physical stores of our retailers.”



TOMAS ANTORSKOV KRAG  
DIRECTOR, E-COMMERCE, BANG & OLUFSEN

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EXPRESS







#### ABOUT BIGCOMMERCE



BigCommerce is the world's leading SaaS ecommerce platform for established and rapidly-growing businesses. Combining enterprise functionality, an open architecture and app ecosystem, and market-leading performance, BigCommerce enables businesses to grow with 80% less cost, time and complexity than on-premise software. BigCommerce powers B2B and B2C ecommerce for more than 60,000 stores, 2,000+ mid-market businesses, 30 Fortune 1000 companies and industry-leading brands, including Assurant, Ben & Jerry's, Skullcandy, Sony and Toyota. For more information, visit [www.bigcommerce.com](http://www.bigcommerce.com).

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Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“We are using this structure [headless] to get the best of both platforms — using Wordpress for a rich custom content experience, and BigCommerce for an efficient transactional ecommerce experience.”



PAUL GREEN  
WEBSITE AND ECOMMERCE MANAGER, FOUR PILLARS GIN

“What we wanted was a headless solution that had a stable documented back end with good APIs. We also wanted a company that was stable and we could trust. I actually Googled and read about the different vendors and headless solutions that were in the market. I contacted each vendor and at the end of the day our choice was BigCommerce.”



LARS-MARTIN NORVIIT  
CO-FOUNDER AND HEAD OF ECOMMERCE, FIRSTVET

“The BigCommerce backend makes it easy for us to manage products and incoming orders, and the customizable frontend allows us to make our website easy for customers to shop and buy items.”



SARAH HOFFMAN  
HEAD OF ONLINE SALES, PRECISION CAMERA & VIDEO

“Being able to integrate this one step solution on the back end in BigCommerce is so nice. We can access customer records, see questions, adjust orders or addresses, and easily access transaction information all in one place.”



JESSICA MCQUEEN  
FOUNDER, HENNA CARAVAN

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#### ABOUT COMMERCE LAYER



Commerce Layer is a headless commerce platform and order management system that lets you add global shopping capabilities to any website, mobile app, chatbot, or IoT device, with ease. Use a best-of-breed CMS to create beautiful content. Make it shoppable through blazing-fast and secure API, on a global scale.



## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Commerce Layer opened up our eyes to the possibilities of headless ecommerce. To me, they represent what digital innovation is all about.”



AN VAN HOOFFSTAT  
BUSINESS DEVELOPMENT DIRECTOR, BRIONI

“Commerce Layer isn't trying to be another monolithic jack of all trades. They do one thing, and they do it bloody well.”



JIM TATTERSALL  
CO-FOUNDER & CHIEF TRANSFORMATION OFFICER, ROTATE

“For advanced ecommerce websites using the Jamstack, there is nothing comparable to Commerce Layer.”



HUGO RETTIEN  
HEAD OF DIGITAL, NON-STOP DOGWEAR

“Commerce Layer's flexible, scalable ecommerce platform has enabled us to expand our reach to over 30 countries worldwide and offer localized shopping experiences. By making it easier for us to grow our business internationally, they're helping us deliver on our mission to accelerate the adoption and everyday use of reusable products.”



TIM BOUSCARLE  
CO-FOUNDER & DIRECTOR, CHILLY'S BOTTLES

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#### ABOUT NETLIFY



Netlify is a Platform as a Service that integrates and automates all services that go in to making modern web projects. From free personal blogs to huge enterprise solutions, Netlify provides instant global performance.

72

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“With Jamstack, this was all easy. It all performed well. There’s no issues, no hiccups, and zero maintenance.”



MARC AMMANN  
PRINCIPAL, MATTER SUPPLY

“Moving our web development to the Jamstack and adopting Netlify CI was a huge time save in terms of team hours.”



PRIMOŽ BEVK  
SENIOR IT STRATEGIST, OUTFIT7

“The fact is that a dynamic site will never be as fast as a static site. So we decided on this static site architecture, which is one of the primary reasons we ended up thinking of Netlify.”



PEKKA HILTUNEN  
HEAD OF WEB DESIGN AND DEVELOPMENT, CELONIS

“Developers love how simple and powerful Netlify is for Continuous Delivery (CD) and hosting. Plugins make that workflow even more powerful. We created a Plugin that runs an end-to-end Cypress test at every build.”



GLEB BAHMUTOV  
VP ENGINEERING, CYPRESS

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Medallia

rackspace  
technology

LiveChat

cornerstone  
realize your potential

BUTCHER  
B—O—X



#### ABOUT SPREE COMMERCE



Spree Commerce is a complete, scalable, API-driven open source eCommerce framework. It is built with Ruby on Rails, empowering forward-thinking developers for years. Spree is a mature and market-proven technology. Spree is well suited to serve as a custom technology platform for any type of an Ecommerce application.

107

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“We chose Spree because we needed a full-featured e-commerce system but couldn't take time away from feature development to build it ourselves.”



CHRIS SCHMITZ  
CHIEF TECHNOLOGY OFFICER, WEMONTAGE

“We recommend Spree to anyone looking to create their own site from scratch. It may take a bit longer than using an out of the box solution but you maintain control and are able to add functionalities the way you want them.”



MAZEN KURDY  
CEO AND FOUNDER, STYLEMYLE

“Absolutely we would recommend Spree. It is a great framework for any team that wants to build a proper, fully functional e-commerce site. It requires some development and technical knowledge, but even a single developer can achieve great things using Spree as a framework.”



BENJAMIN SION  
CHIEF TECHNOLOGY OFFICER, PANECO

“In 2013, GoDaddy embarked on a journey to offer the simplest and easiest e-commerce solution for small businesses. In the process, they evaluated various platforms for the criteria they considered important — including maturity, extensibility, features, modularity, adoption and community support. Spree Commerce stood out from the pack.”



BI APPLICATIONS ADMINISTRATOR  
GODADDY

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BONOBOS



SCOUT & NIMBLE



#### ABOUT VUE STOREFRONT

### Vue Storefront

Vue Storefront, an API-focused and Front-End for eCommerce, can be connected with any 3rd party services while taking care that everything runs at peak performance. Vue Storefront is developed in two lines: as the open-source standalone code library based on Vue.js and as the cloud-native frontend as a service (FEaaS) dedicated to enterprises.

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## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Our main goal is not only to build a good eCommerce platform. It's about implementing a solution that contributes to the whole company and is part of the strategy. With Vue Storefront-based PWA, we can make a smart move for our clients to get better results in site speed, SEO score, and customer experience by creating entirely new features.”



CHRISTIAAN DE JONG  
BUSINESS DEVELOPMENT MANAGER, BUTCHER OF BLUE

“Vue Storefront thus offers us a pertinent response to the problems related to frontend solutions. By offering both client-side and server-side (via VueSSR) rendering, it enables us to focus our efforts on the overall performance of the site.”



GHISLAIN FLANDIN  
CHIEF TECHNOLOGY OFFICER, WIDE

“Vue Storefront gave us a speed start and a lot of flexibility. It fastens getting things done with native integrations and numerous OOTB features but doesn't block the business both from shaping the UX layer and scaling. It enables molding the tech to business requirements, not the other way around.”



LIEKE KAMP  
PRODUCT OWNER, FOODL

“Vue Storefront – a framework that can plug into headless commerce platforms – the sweet spot for E2X. For retailers and commerce brands, this means freedom to use the latest front-end tech and the ability to move fast as new technologies emerge.”



SERGE ALBOHAYRE  
PARTNER MANAGER, E2X

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ZADIG & VOLTAIRE

valtech\_



E2X





#### ABOUT CORE DNA



Core dna is an all-in-one digital SaaS platform that allows you to create solutions for content, marketing, eCommerce, intranets, and communities. Tailored to mid-sized businesses who demand a robust, secure and integrated solution. Their platform manages your content, communities, eCommerce and communications – all from one log-in. They have over 80 applications on the single user interface.

10

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Core dna’s innovative DXP allows us to extend our existing digital solutions in a rapid, easy-to-use and secure platform. Our agency is now even better-positioned to provide world-class services across our clients’ entire digital ecosystem.”



MICAH DONAHUE  
PRINCIPAL & CONTACT STRATEGY DIRECTOR, MECHANICA

“Since re-launching our website on Core dna, Northeast Nursery has been able to connect with prospects and customers like never before. The speed, agility, and performance of the platform, from custom integrations to robust out-of-the-box offerings, has allowed us to offer a world-class digital experience.”



JASON REVILLA  
DIRECTOR OF ECOMMERCE, NORTHEAST NURSERY

“The Core dna framework allows for rapid deployment and gives us the ability to customize the platform for the needs of each client. This allows us to take the client on a journey, which teams well with our ‘One Team Approach’ philosophy. Rather than just building websites with limited scalability, we can continue to improve upon our strategies in a quick and agile manner.”



MICHAEL AUSTIN  
MANAGING PARTNER, CREATE + CONQUER

“The platform is very intuitive, easy to customize, and makes managing/reporting on multi-location sales and customer data simple. We can see sales and traffic data details at different levels with a few clicks and make important marketing decisions faster than we’ve ever been able to previously.”



ROMINA CARMEN DI BENEDETTO  
PROJECT MANAGER, DESIGNER DOORWARE

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#### ABOUT SALEOR COMMERCE



Saleor open-source empowers mid-size and enterprise retailers and brands looking for the most flexible e-commerce to innovate rapidly with no constraints. You can count on the support and expertise of the Python and GraphQL development community.

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## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“It's only a matter of time before PWAs become the new standard for web interactions, just as responsive design has become the norm rather than the exception.”



JASON WONG  
RESEARCH DIRECTOR, GARTNER

“We're moving to Saleor, as our global eCommerce platform of choice. Saleor fits with our ethical approach to open source software, and our move away from large scale enterprise solutions. We're enjoying the modularity, flexibility we can harness from Saleor to deliver on our promise of the best, freshest, handmade cosmetics.”



ADAM GOSWELL  
TECHNOLOGY R&D, LUSH

“You were once limited to clunky monoliths but the shift from traditional e-commerce platforms to headless commerce solutions can empower store owners to create the custom e-commerce systems they and their customers need.”



TOM POPOMARONIS  
INC.COM

“The response time of the website on the Saleor platform has improved dramatically. We're down around the 1-second mark whereas we were previously averaging from 3.5 to 4 seconds. We've also been able to maintain that response time during extremely high traffic. There has been a marked increase in conversions and revenue.”



TIM K.  
HEAD OF DIGITAL, PRETTY GREEN

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#### ABOUT SLATWALL COMMERCE



Slatwall is a commerce platform built from the ground up for maximum flexibility, because responding to new opportunities requires you to adapt quickly. The Slatwall platform allows you to execute new initiatives while integrating seamlessly with supporting technology, paving the way for growth.

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## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“The Slatwall Commerce platform has set us apart and given us a real edge over our competition. It's a huge differentiator.”



GARRETT HAYES  
OPERATIONS MANAGER, PEAK MACHINE TOOLS

“Now, customers can manage all aspects of their accounts. They can create orders, amend orders, and add credit cards—everything you'd be able to do with any other web-based sales program.”



CYRUS HAZZARD  
DIRECTOR OF CONCIERGE SALES, TOTAL WINE & MORE

“ten24 made it so easy for us to rebuild what we wanted with a new website. Our goal was to create something that would facilitate communication between us and our users. We're very happy with the results.”



TINA HALFPENNY  
EXECUTIVE DIRECTOR, DESIGNLIGHTS CONSORTIUM

“Slatwall has allowed us over the year to evolve how our products are marketed and sold. It puts the power to create products in the hands of the marketing people who are selling them.”



ANGELA CESARO  
SENIOR PRODUCT MANAGER, SCIENTIFIC AMERICAN

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SCIENTIFIC  
AMERICAN



BARB  
DAVOL INC.

Sotheby's  
EST. 1744

Total Wine  
& MORE



#### ABOUT SWELL

## swell

Swell is the most powerful headless ecommerce platform for modern brands, startups, and agencies. Create fast and flexible shopping experiences with Their future-proof API and headless storefront themes. They're rebuilding the ecommerce stack for the next generation of experience-driven brands.

11

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Product variation and bundling were critical for PepperSq. Swell helped us create the perfect solution.”



DIMA MINCH  
INSOFT

“A modern and elegant website, designed by BCMH.”



SOON THE SUN

“Swell has been like a spring for Spinn, allowing us to efficiently grow and scale.”



RODERICK DE RODE  
SPINN

“Swell was extremely responsive, agile and provided innovative solutions even during the onset of the COVID-19 crisis.”



SAVE THE CHILDREN

#### TRUSTED BY

INSOFT

spinn

nowvac

smilo

GREAT HEIGHTS





#### ABOUT ULTRA COMMERCE



Ultra Commerce is an enterprise eCommerce platform for B2B, B2C, and Marketplaces. Beat the competition to the market. They will have you working on your store in a couple of hours and ready to launch in a couple of weeks. After launch, be first to market with new features and experiences. Bridging the gap between out-of-the-box simplicity and customizable frameworks that scale, Ultra Commerce offers both. Don't sign any upfront contracts. With no initial commitment and a pay-as-you-go model, they were dedicated to your future online success. Ultra Commerce takes customers on a digital journey to help common performance challenges now while planning for online growth.

10

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Our site almost fell over, we contacted Ultra Commerce and within 30 minutes they had our site scaled and stable.”



DAVID WILLIAMS  
GENERAL MANAGER SOLUTION DELIVERY, METCASH

“We can now execute site maintenance without incurring any downtime. This is a big deal.”



PATRICIA LIU  
CHIEF OF STAFF, RAZER

“Clearly experts with Hybris technology and AWS, customer focused and great to work with, the Ultra Commerce team brought much needed stability to the platform.”



ROBIN SHAH  
HEAD OF INFORMATION TECHNOLOGY, EMEA REGION / GLOBAL HEAD OF ECOMMERCE SOLUTIONS, NOVARTIS

“You're going to experience major challenges on any e-commerce project of this scale, and if your partner isn't experienced with projects of the same technology, scale and complexity, you can expect those problems to multiply. Ultra Commerce demonstrated that they had not only delivered similar projects to ours but were also a thought leader in how these projects should be managed.”



DAFYDD LEWIS  
TECHNICAL LEAD, DULUXGROUP

### TRUSTED BY

RAZER





#### ABOUT VIRTO COMMERCE



Virto Commerce was founded in 2011 by industry experts with decades of ecommerce experience. Today, they are a Microsoft Gold Partner and provide ecommerce technology, services and expertise for hundreds of merchants and solution companies. Leveraging their open source ecommerce platform, hosted solution and full-service offering, their clients strategically use ecommerce to build stronger customer relationships and rapidly increase global online sales.

36

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Thanks to its headless architecture and next-generation features, Virto Commerce has helped us completely rebuild our marketplace solution. Our Virto Commerce Catalog now covers all our complex marketplace scenarios and has materially increased end User eXperience, unlocked new revenue and decreased maintenance cost. Using GraphQL and Elastic Search is just awesome.”



PHILIPPE STEPHAN  
GROUP CTO, GIIFT.COM

“We chose Virto Commerce for Lavazza because it is the only ecommerce platform that has the functionality, flexibility, and scalability we need -- today and long-term. With Virto, the product options are customizable for both B2B and B2C activities - and that improved customer ordering experiences and streamlined our processes.”



LAVAZZA

“Using Virto Commerce's platform capabilities, we created [a] powerful marketplace system. We addressed order management, inventory, pricing, as well as developed a system of gathering, publishing, and managing customer reviews. This system helps Kupinatao customers make the right choice out of millions of positions and drives our sales.”



SERGEY SINYUGIN  
CHIEF EXECUTIVE OFFICER, KUPINATAO

“We are a fast growing business, so we need a platform that would not only allow us to expand, but also keep up with the ever growing needs and demands of our sales strategies. Virto Commerce definitely ticks those boxes being easily scalable and extremely flexible. By switching to this solution, we are adopting technologies that will allow us to add new channels easily and customize the product catalog for each of them, while keeping track of the overall sales and assortment.”



ANDREAS KARDELL  
CHIEF TECHNOLOGY OFFICER, PROFFSMAGASINET

### TRUSTED BY

DE KLOK  
DRANKEN

Standaard  
Boekhandel

GiiFT

LAVAZZA  
TORINO, ITALIA, 1895

BOSCH



#### ABOUT ZNODE



Znode is an enterprise, B2B ecommerce platform developed to enable growth through a rich set of built-in features to easily manage content, site search, product information and multi-store functionality. Znode's built-in B2B functionality supports complex pricing, complex inventory, complex product types, workflow approvals, quote management and list management. The platform is completely headless with over 600 APIs allowing for greater extensibility, easier integrations and consistent functional updates. Znode is a product of Amla Commerce.

35

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“After three months of research, demos, and R&D, we chose Znode because it was the best option for us. We were looking for an ecommerce platform with a headless engine, quality APIs, solid database design, and customizability. That's what put Znode over the top for us.”



WAYNE LOSAVIO  
APPLICATIONS MANAGER, COMMUNITY COFFEE

“We now have a single solution that can handle our entire catalog and more, is centrally managed, easily customized, and can support our stores with a promotions engine that is only limited by our imagination.”



SYDNEY TAYLOR  
DIRECTOR OF SOFTWARE DEVELOPMENT, FECHHEIMER

“Znode is going to change the industry with updates over upgrades. Instead of spending thousands of man hours and hundreds of thousands of dollars implementing new upgraded versions of a platform, Znode allows us to simply consume the updates and have immediate access to new features and functionality.”



BECCI CAYER  
CORPORATE ECOMMERCE MANAGER, GEIGER

“With Znode we can manage all of the stores through a single, unified back-end system that will also allow us to integrate with our customers' existing systems. We are already planning to develop multiple storefronts, expand the payment types and improve clients' storefront presentations.”



DENNIS EGEN  
VP OF IT, THE ARCHER GROUP

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MWG APPAREL

Geiger  
Brandspiration.

MV  
SPORT



Womack