



'merce Platform

A Complete Cloud
eCommerce
Platform

'merce

'merce platform

— compared to other solutions

Running an eCommerce business requires attention to many aspects simultaneously. Merce.com provides tools, services and expertise that make it easier for companies to operate and enhance their business capabilities.

	Software as a Service Platforms for Online Stores	Dedicated and Open Source Solutions	'merce
Support of all sales strategies	✗	✓	✓
Adaptation to business models and processes	✗	✓	✓
Continuous updates with new features and improvements	✓	✗	✓
Lifetime warranty on platform functionalities	✓	✗	✓
Automatic testing during updates, including custom solutions	✗	✗	✓
Direct involvement of the software producer in implementation and maintenance	✗	✗	✓
Possibility to contract the producer's team for development projects	✗	✗	✓
Predictable costs of updates, hosting, and warranty	✓	✗	✓

proprietary solutions



Over 15 years of experience has allowed us to create technological solutions tailored to eCommerce challenges:



Regular Platform Updates

Automatic updates eliminate the need for reimplementations, ensuring efficiency and competitiveness. We operate in a Continuous Integration model, which involves frequent and regular code submissions to the core repository. Each change is verified and tested. This solution allows partners access to the latest features and tools, supporting effective and secure online sales.



Unlimited Traffic Handling

Octopus Hybrid-Cloud is a hosting solution that combines the best private and public cloud model standards. It provides access to unlimited, automatically scalable resources and database backups. The system guarantees security and operational stability, with individual parameters monitored by our DevOps team.



Flexible Headless Commerce

Raccoon Storefront is the front-end interface used in the 'merce platform. It was created as a project independent of the backend, allowing easy customization to the client's individual business needs and requirements. Raccoon also enables the deployment of additional solutions tailored for mobile devices, such as mobile applications using the same codebase as the platform.



Comprehensive Data Analysis

Every merchant has access to the integrated Owl Business Intelligence tool, which supports data collection, analysis, and interpretation. It helps combine data from both eCommerce and other external systems, facilitating informed decision-making in online sales.

supported business

processes



Extensive promotional campaigns based on multiple dependencies



Support for cross-border sales and various tax systems



Managing multiple brands, storefronts, domains, aliases, and languages from a single panel



Integrations with ERP, WMS, PIM for comprehensive product management



Combining inventory data from multiple sources in one place



Automation of sales, logistics, payment, shipping, and collection processes



wo-way integrations with external marketplace platforms

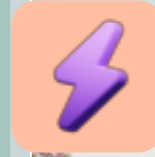
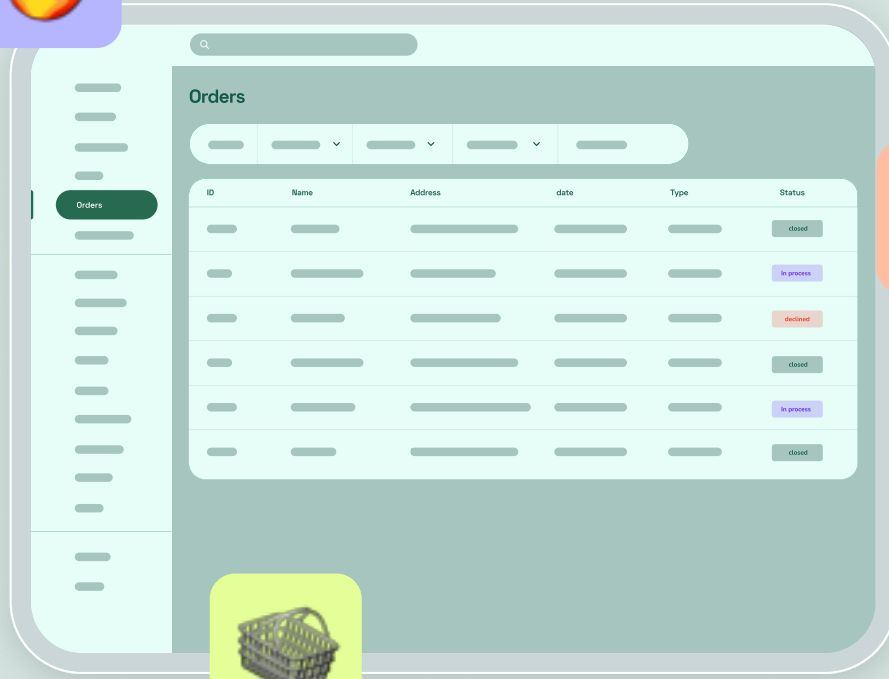


Generating comprehensive and advanced analytical reports based on the Business Intelligence module



Unified loyalty program management across online and offline channels

supported business processes



Direct shipments from the physical store as part of ship-from-store



Handling exchanges, returns, and complaints regardless of the place of purchase and return



Managing the levels of permissions and decision-making for B2B contractors and their employees



Setting individual pricing terms for each customer or groups of customers



Handling sales peaks using Kubernetes technology with Auto Scale option



Single codebase for the online platform and applications in Apple Store and Google Play



Support from business-technical consultant teams in every project



Possibility of self-developing the front-end layer on independent storefronts

platform operation

in various sales models



Thanks to a well-thought-out structure and extensive capabilities, the solution prepared by merce.com S.A. supports businesses from various industries, including:

Companies characterized by high activity of sales teams and processes, offering products and services to other enterprises:

DARCO

manufacturer of comprehensive ventilation and heating solutions for both individual and business clients.



Polish manufacturer of fastening techniques, employing over 700 people and distributing to over 60 countries.



A lighting technology manufacturer that offers its products on many foreign markets



Cart sum 16,340 pln

Buy

Buy now pay later

'merce



platform operation

in various sales models



Buy



Buy



Enterprises intensively operating online, looking to grow, through additional functions and foreign sales:



provider of infrastructure for mobile telecommunications, fiber-optic networks, and Data Center facilities in Poland.



producer of lighting products, garden items, and bathroom and interior fittings, operating in eCommerce in 27 languages across Europe.



Sara Workwear has specialized in the production of workwear and protective clothing since 1992. A market leader that successfully implements online sales in Poland and abroad.



platform operation

— in various sales models

Retail networks combining online and offline sales in an omnichannel model:

OCZNIK

the most known brand of Polish leather products, combining over 120 physical stores across Poland with an eCommerce ecosystem and mobile applications.



Regional distributor of a popular global brand handling offline and online sales in the Polish, Slovak, Czech and Hungarian markets.

WKURK

a brand belonging to the VRG S.A. capital group, which, in addition to selling in over 140 physical stores, conducts intensive online activities, also in markets outside Poland.



Śledź przesyłkę



- ✓
- ✓
- ✓ Twoje zamówienie jest gotowe do odbioru w sklepie!
-












Pokaż drogę do sklepu

building 'merce















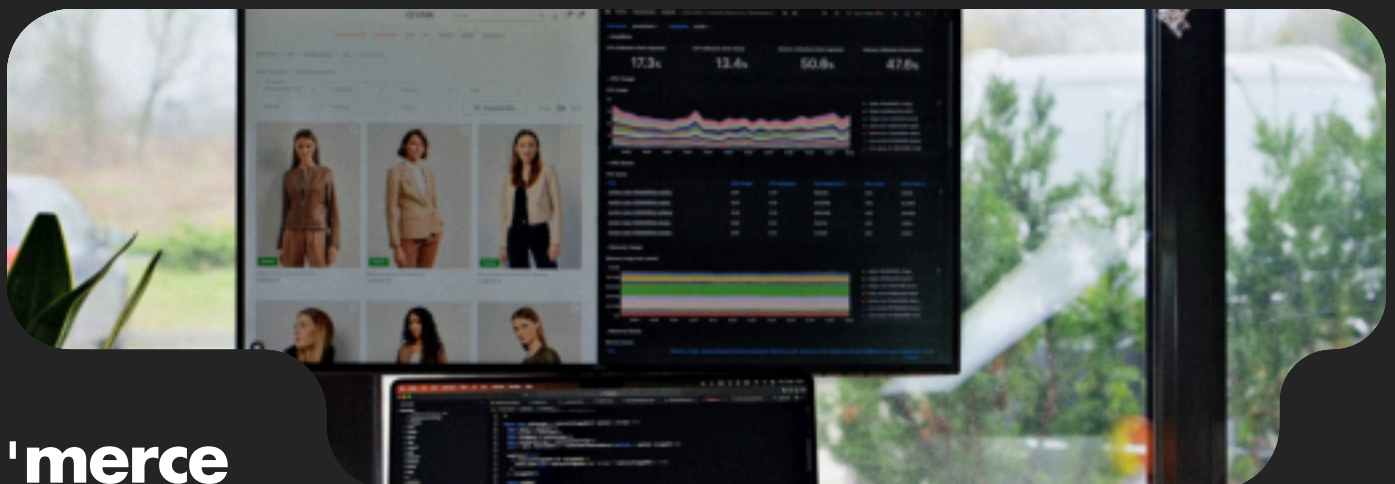
The solution is based on MACH architecture. This makes it modular, flexible, and easily scalable, allowing for a quick adaptation to changing business and technological needs. The software is created in a framework-agnostic model. The main goal of this approach is to separate business logic from the framework, storage, and third-party code. We offer a proprietary product and use our own framework, but we utilize many other tools for its development.

Backend

 php 8.1	 MySQL	 mongoDB	 redis
 Solr	 ELK	 docker	 kubernetes
 git	 GitLab	 RabbitMQ	 envoy

Frontend

 React	 NEXT.js	 astro	 SOLID JS
 Angular	 GraphQL	 JS	 JS
 TS	 HTML	 Sass	 Vue.js



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key platform

metrics

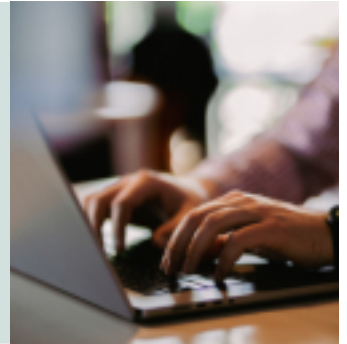


2000

average number of platform changes carried out per year

1 mln

requests per minute served by an infinitely scalable cloud



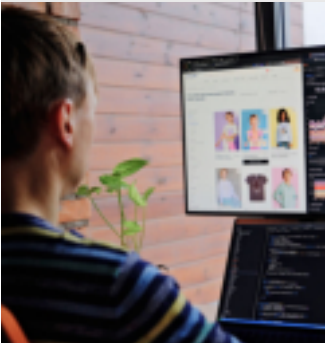
90/100

storefront speed score guaranteed in PageSpeed Insights tests



∞

integrations with any ERP, PIM and WMS by views, API or data bus



7

data cubes ready for collation in a BI solution



99,9%

Infrastructure availability guaranteed by SLA

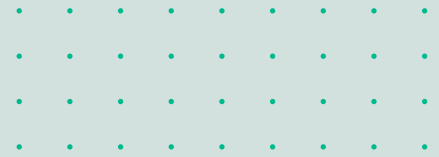


180 mln

100 automated tests verifying correctness of the code



clear model



We have created a clear cooperation scheme, the foundation of which is the effective implementation and launch of the platform. We then focus on maintenance and further development of the application.

Implementation

Business Analysis

Our consulting starts from presenting ready-made solutions. It is a comprehensive workshop process in which we gradually get to know the partner's company. During the meetings, we jointly develop a digital sales model. We create a clear and transparent implementation plan based on a detailed analysis, with consideration for key work stages and investor priorities.

150

the average number of identified and considered requirements during analytical workshops

60%

budget savings achieved by using and adapting ready-made solutions instead of creating them from scratch

60 days

the average time to complete the MVP stage

'merce



Maintenance

Service Level Agreement

Every project has extensive SLA coverage and an assigned individual caretaker. This person proactively collaborates with partners, responds to new needs, and offers consulting and support in the platform's daily functioning.

Transaction Fee

We offer a transparent settlement model based on the number of transactions conducted. This ensures cost predictability related to updates, hosting, and warranty.

24/7

monitoring time realized by metrics and the DevOps team

9 minutes

average response time to a critical issue

0%

commission on sales made through the platform

Development

Research and development

Our partners caretakers continuously monitor their development on the platform and provide a space where they can participate in creating new solutions. Based on their knowledge and our research, we create additional features that are systematically added to the platform's standard.

Staff Augmentation

Cooperation with 'merce allows for contracting experienced teams with diverse competencies for your development project. They will create individual features, which will then be launched and covered by SLA parameters.

80+

the number of experts overseeing the analysis, implementation, and development process of solutions

55%

the percentage of 'merce employees with over 5 years of work experience

2250 MD

the number of working days spent annually on product development

benefits of working



with **merce.com**



Stable and Developing Product

The platform has proven itself in many companies and handles millions of online transactions annually. It continues to develop and expand with new capabilities. This allows our clients to benefit from years of know-how and ready-made solutions, each with a clearly defined business goal and constantly monitored.



Adaptation to Individual Needs

Trade enterprises have many different sales strategies. Our methodology allows us to consider them within the platform, achieving business goals without creating separate projects.

benefits of working —— with merce.com



Access to Multiple Competencies in One Place

Companies looking to develop eCommerce projects need the space necessary to make strategic-level decisions. That's why we provide operational consulting on services and solutions delivering recommendations related to integrations, external systems, or launching additional sales channels. Our development teams implement each of these recommendations afterwards.



let's talk about scaling

— online sales

The 'merce platform is designed for companies that want to streamline their processes and launch new sales channels.

If you want to discuss the 'merce platform, feel free to contact us.

contact us

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