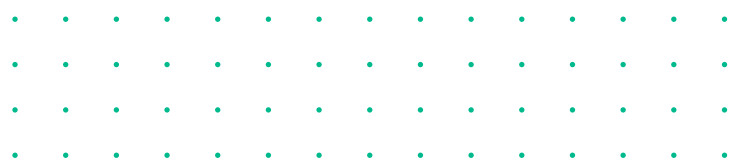




replatforming —— in 'merce standard



—— Effective migration within a specified time frame and within the planned budget

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change

tailored

to business needs

For businesses, replatforming is a natural next stage of company development. This need arises when the current solution no longer meets technological requirements, and the functions it offers are not adapted to the sales strategy. In such a situation, merchants are looking for a new eCommerce platform and a proven supplier who will implement it in an optimal and safe way.



“ Over the past 15 years, we have helped many companies go through the process of changing the platform. Replatforming in the 'merce standard is a combination of knowledge and technology that gives our business partners a sense of security at every stage of implementing a new solution. Thanks to our experts, the entire process will be completed within the agreed deadline and budget. The service consists of several steps, which include activities such as pre-implementation analysis, integration with ERP and marketplace systems, and creation of a storefront with a mobile application.

Paweł Szewczyk
co-founder merce.com S.A.

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when should



you consider replatforming?

Changing an eCommerce platform is a strategic business decision, which is why it should be preceded by an appropriate analysis. This will allow you to identify the main problems in the current solution, and our team will be able to propose technologies that will eliminate them. The most common reasons for migration mentioned by companies include:



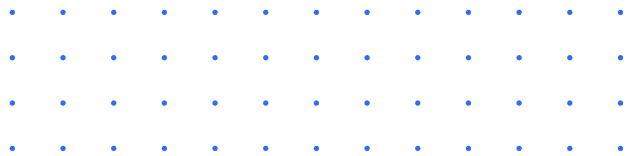
Completion of development of current software

eCommerce platforms that are not supported and developed by developers are aging and less competitive compared to other solutions. Technology without updates makes it difficult to handle all sales processes and ultimately leads to technological debt, which may result in the need for a new implementation.



Growing costs of maintaining IT teams

eCommerce companies that decide to employ their own IT specialists struggle with constantly increasing costs for maintaining these structures. The budget for a team of developers depends on their experience and scope of responsibilities.



————— when should you consider replatforming?



Difficult to determine maintenance budget

Predictable costs of implementing and maintaining the platform are extremely important for entrepreneurs operating in the eCommerce area. Such transparency allows for better budget management and provides a sense of business security. The appearance of unexpected fees and cost increases introduced without sufficient justification are often a signal to change the business partner.



Lack of competence within the teams

Entrepreneurs want to take an active part in the development of the eCommerce platform to better adapt its capabilities to their own business logic. To make this cooperation possible, the software provider should provide them with access not only to technology that meets specific business needs, but also to specialised teams with different competences



Problems with handling orders and website traffic

The eCommerce platform should also be developed along with growing sales. Business scaling must be automatic so as not to affect the speed of storefront operation, order placement and payment processing, and thus customer satisfaction. Therefore, matching server resources to sales volume is one of the most important functions of modern solutions.

benefits of switching



to the 'merce platform



Continuous development of the eCommerce platform

Automatic updates preceded by tests allow you to eliminate errors and avoid re-implementations. This saves valuable business time and reduces costs related to work in this area. The 'merce platform is delivered in the Continuous Integration model, which guarantees access to developed and constantly updated functions supporting online sales.



Stability and product development

The 'merce platform is constantly developing, and all new functions introduced to our solution are the result of thorough considerations and consultations with merchants, so that they best meet specific business goals. Additionally, at each stage of cooperation, partners can contact specialists from the support team, who will be happy to share their knowledge and experience and help make decisions tailored to the strategic needs of the company.



Clear conditions and cost predictability

The cooperation scheme with merce.com is based on clear conditions for business, which helps determine the costs of launching and maintaining the entire solution. This enables both implementation and launch of the platform within the established budget and deadline. Subsequent maintenance of the infrastructure is dependent on the number of transactions, which facilitates long-term planning of costs related to the eCommerce project.



Mobile application as a standard for platform implementation

As part of the replatforming process, entrepreneurs can decide to launch a mobile application available in the 'merce platform standard. Thanks to the headless commerce approach and the use of a single source of code, its preparation is faster and requires fewer resources than creating such a solution from scratch. After implementation, new applications are automatically published to Google Play and the App Store.

benefits of switching

to the 'merce platform



Unlimited traffic handling

Octopus Hybrid-Cloud is an innovative hosting solution within the 'merce platform that combines the best features of private and public clouds. It provides access to unlimited resources, automatically scales traffic, and ensures the security and stability of the platform. Individual cloud parameters are monitored by our DevOps team.



Selected Octopus Hybrid-Cloud capabilities

- ✓ Unlimited access to a private cloud supporting 1,000,000 queries per minute \
- ✓ Automatic scaling of resources adjusted to demand based on Kubernetes technology
- ✓ Own IPv4 IP addresses confirmed by RIR and LIR
- ✓ Protection against DoS and DDoS attacks
- ✓ Automatically issued Let's Encrypt SSL certificate
- ✓ Constant monitoring of the availability of the platform, virtual servers, container services, storefronts and APIs
- ✓ Automatic repair of failures of key services
- ✓ Backup copies of databases performed every 24 hours

what do we



— provide as part of the cooperation?

For businesses, changing the platform is a challenge that we understand very well as the manufacturer and supplier of an eCommerce platform. Partners can use all the knowledge possessed by our teams and all available resources to make the process of changing the platform quick and safe.



Many years of experience in eCommerce

Over the past 15 years, we have successfully completed many projects for companies selling online. The 'merce platform is used by entities operating dynamically in the eCommerce sector. These are experienced merchants who needed a proven business partner to be able to implement their multi-level business strategies.



Adapting the software to business needs

Our eCommerce platform takes into account various sales strategies and helps meet business goals without having to design individual solutions. Entrepreneurs have at their disposal, among others, the possibility of creating extensive promotional campaigns based on many dependencies, support for cross-border sales, as well as integration with ERP, WMS or PIM systems to manage the product at every level.



————— what do we provide as part of the cooperation?



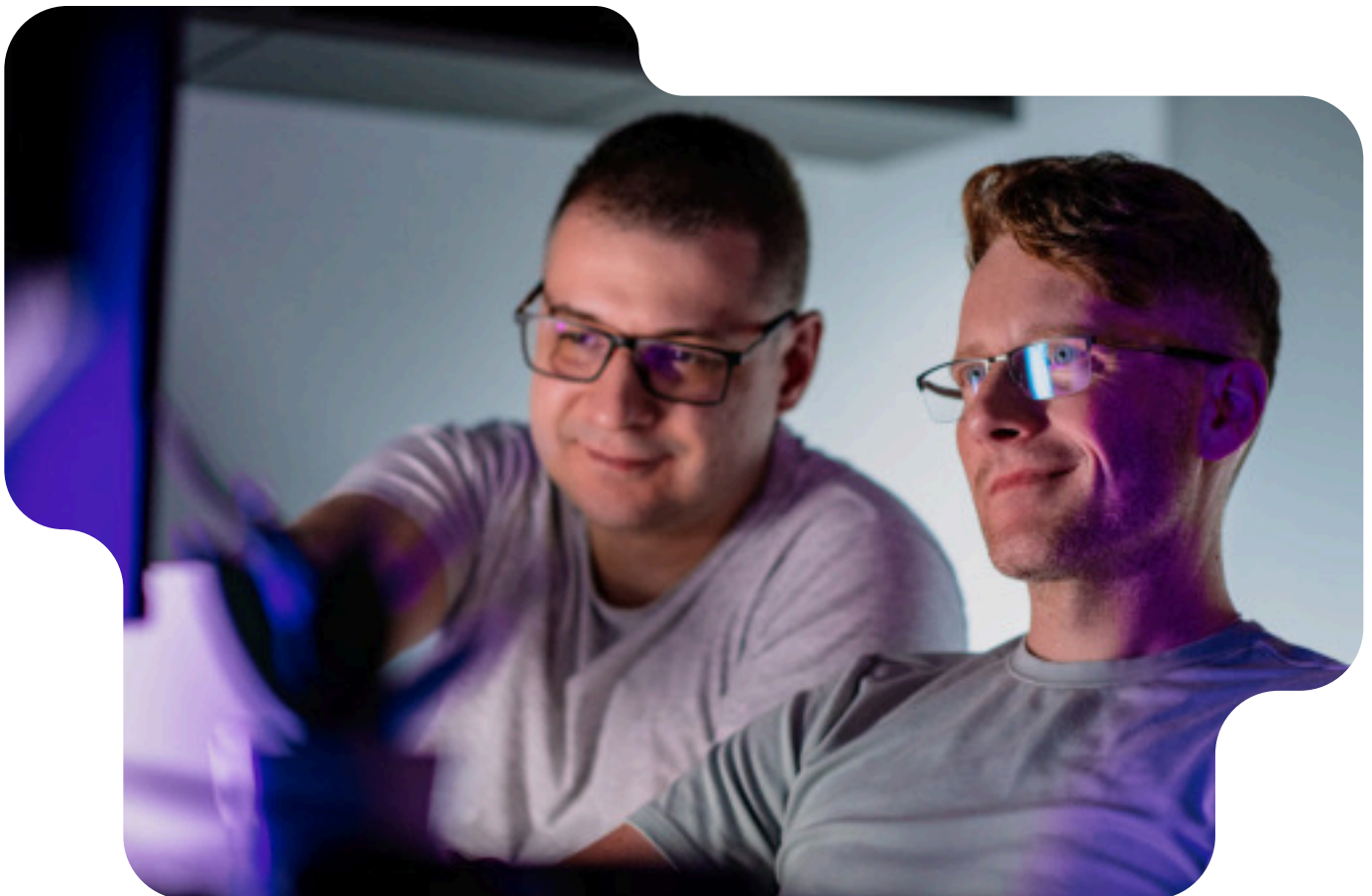
Personalised support and customer service

A rich database of instructions and access to internal documentation allow entrepreneurs using the 'merce solution to better manage the platform. Each project has a personal advisor who remains in constant contact with the partner.



A team of experts and know-how in one place

During implementation work, entrepreneurs can benefit from the knowledge and experience of 'merce consultants. Based on a prior analysis of business needs, they can develop new models of digital sales strategy together with the merchant and jointly enrich the platform with new functions.



stages of replatforming



in the 'merce standard

For businesses, changing the platform is a challenge that we understand very well as the manufacturer and supplier of the eCommerce platform. Our partners can use all the knowledge and resources of our teams to make the process of changing the platform quick and safe.

1 Pre-implementation analysis

This is a cross-sectional analytical process that helps you understand the specifics of the company and learn about its real technological and business needs. It is also a fundamental stage of the offer and the first step to implementing each eCommerce project. The analysis provides a full picture of the project and a reliable diagnosis of business priorities and the technological solutions behind them. During this phase, functions are verified and mapped, data migration is planned, and the MVP (Minimum Viable Product) is determined. Based on the analysis, an offer and implementation schedule are prepared.

2 Project implementation

This stage includes the necessary configuration activities to start the work, and the platform is adapted to the requirements identified during the previous analysis. This is also when the solution is integrated with existing tools and business processes. A project manager and a permanent team of specialists are assigned to each project. This ensures that the pace of implementation is maintained and that the work is carried out according to the schedule.

stages of replatforming

— in the 'merce standard

3 ERP integration

The process of data migration from ERP systems is necessary to conduct sales on the new platform. Product information is transferred, such as prices, stock levels, and the order fulfilment process. All activities are based on previous programming analysis and audit of processes that appear in the integration with the current solution.

Previous ERP integrations performed as part of 'merce implementations



4 Launching sales channels

The composable structure and developed processes can be the starting point for creating further solutions oriented to mobile services. The flexible and fast Raccoon Storefront allows you to quickly create further storefronts for foreign markets after launching the new platform. A single source code gives you the ability to launch a mobile application available for download in Google Play and the App Store.

replatforming and maintenance

costs of the new solution after
implementation

Total costs of changing the platform preceded by an analysis:

PLN 80 000 net

ⓘ The payment is divided into two equal instalments - the first payment should be made after signing the agreement, and the second after the project is launched. The final price will result from the business analysis of the company's needs.

The maintenance costs of the solution depend on the annual number of orders and are shaped according to the table below:

Annual number of orders	B2C order	B2B order	Marketplace order	Subscription	Storefront (1 pc.)	Worker (1 pc.)	Storage (1 GB)	SLA Standard
70 000 - 150 000	1,10 zł	1,25 zł	1,10 zł	500,00 zł	600,00 zł	450,00 zł	4,50 zł	0,00 zł
150 000 - 500 000	1,10 zł	1,25 zł	1,10 zł	500,00 zł	600,00 zł	450,00 zł	4,50 zł	0,00 zł
500 000 - 1 000 000	1,10 zł	1,25 zł	1,10 zł	500,00 zł	600,00 zł	450,00 zł	4,50 zł	0,00 zł
1 000 000 +	1,10 zł	1,25 zł	1,10 zł	500,00 zł	600,00 zł	450,00 zł	4,50 zł	0,00 zł

ecommerce platform

security parameters



After the production launch, the eCommerce platform is maintained in the Software as a Service model. Monthly subscription is covered by SLA guarantee, which includes the following services:

- ✓ Hardware platform availability above 99.8%
- ✓ System availability above 99.4%
- ✓ Platform availability measurement every 5 minutes
- ✓ Response time to failure below 2h (working days from 7:00 to 22:00)
- ✓ Response time to failure below 3h (working days from 22:00 to 7:00 and weekends and holidays)
- ✓ Replacement solution implementation time in the event of a critical system failure below 8h
- ✓ Regular updates
- ✓ Automatic tests
- ✓ Data backup
- ✓ Disaster Recovery service, which ensures that a current store backup is maintained in a separate data centre and can be quickly restored in the event of a disaster.

functions



available

within the platform

Additionally, as part of the subscription and SLA, business partners receive:

- ✓ Unlimited access to platform functions
- ✓ Over 2,000 updates per year, including fixes and new functions
- ✓ Unlimited number of administrator accounts
- ✓ Automatic integration of code changes (Continuous Integration)
- ✓ Compliance with the continuous delivery approach (Continuous Delivery)
- ✓ Access to frontend and backend data management via API
- ✓ Guaranteed achievement of a score of 90 points in storefront speed tests
- ✓ Access to a solution that supports project management



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references



Krzysztof Tomaszewski

IT Specialist at Podlasiak

„The new platform has brought optimisation of many procedures, which allowed us to focus on development tasks and projects, and not, as before, on working on necessary and repeatable tasks.”



„The OCHNIK brand has always been up to date with new trends, including technological ones. We decided to change the eCommerce solution to 'merce, because it provides us with access to new technological and business opportunities.”

Dawid Szrek

IT Project Manager at Ochnik

Emil Kotowicz

Project Owner at Łazienka Rea

”We did not have to wait long for the effects and confirmation that we had made a good decision. After optimising and refining the online store, the turnover gradually increased. In the first year, we noted a 100% increase in sales. The following years brought several-fold increases in sales.”



”By transferring our sales from the Magento solution to 'merce, we gained access to a stable and updated platform. By adding technologies such as PWA and the entire B2B channel, we gained the full spectrum of eCommerce in one place, which we now use extensively.”

Jakub Chwesiuk

Chairman of the Supervisory Board at Bialcon S.A.



let's talk about business change

Want to check out all the opportunities for your business? Contact us and we will be happy to give you all the information about replatforming and the 'merce platform.

Contact us

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