



# Magento Commerce

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## COMMERCE WITHOUT LIMITS



# Agenda

Our Company

Our Products & Customers

Q&A



# Consumer expectations are undergoing a metamorphosis



## **59%+** MOBILE ONLY

Not mobile first  
or web traffic comes  
from mobile phones



## **60%+** CONTENT PERFECTION

of buyers search for  
Remove purchase  
product & pricing  
anxiety  
information online



## **84%+** FAST & FRICTIONLESS

Expect a robust  
No tolerance for slow,  
engaging online  
clunky experiences  
experience



## **44%+** DELIVERY "MY WAY"

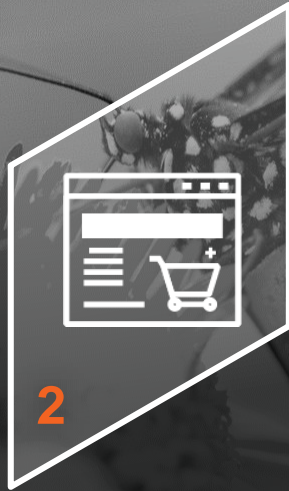
Of retailers now  
Fast, free, transparent  
offering store  
and customizable  
fulfillment options



# 4 Keys to merchant success



**Be bold with  
your brand**



**Embrace  
digital first**



**Build  
flexibility  
into business**



**Innovate  
through human  
ingenuity**



# Magento gives you the edge



**INTERCONNECTED  
COMMUNITY**



**OPEN COMMERCE  
PLATFORM**





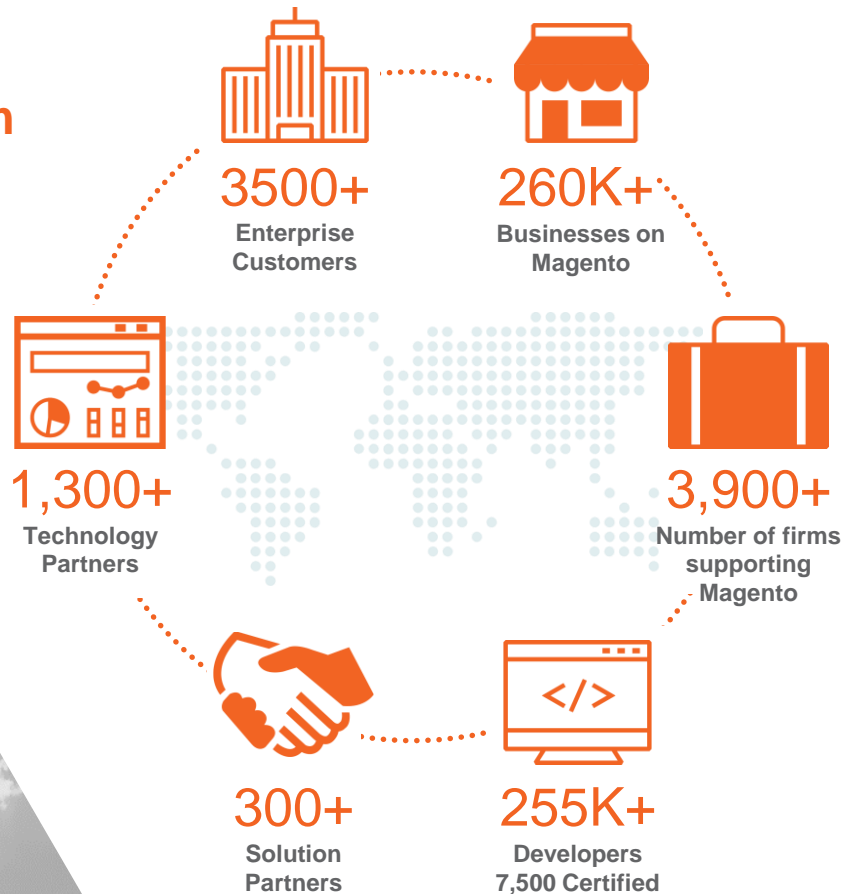
**OUR  
COMPANY**



# Magento Commerce

Is the leading cloud commerce platform

WITH OVER  
**\$124B**  
OF GMV



# MARK LAVELLE

CEO, Magento Commerce



@mklave1


**“Flexibility has been  
our focus since day one.  
No constraints or limitations.  
*Anything is possible.*”**

- MARK LAVELLE, CEO



# Our journey as a cloud company





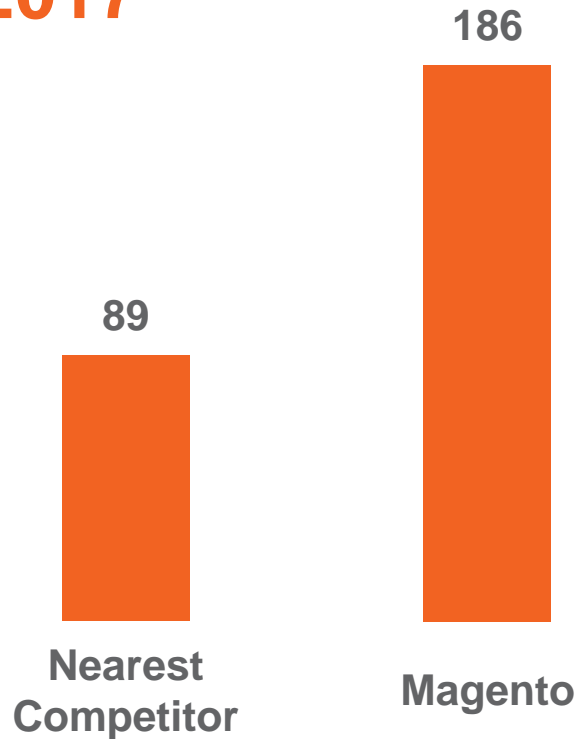
**Magento Commerce  
is the leading global  
B2C and B2B  
commerce platform**



**TOP 1000  
Europe 500  
LATAM 500**

According to Internet Retailer, more top retailers and brands choose Magento.

**IR 2017**





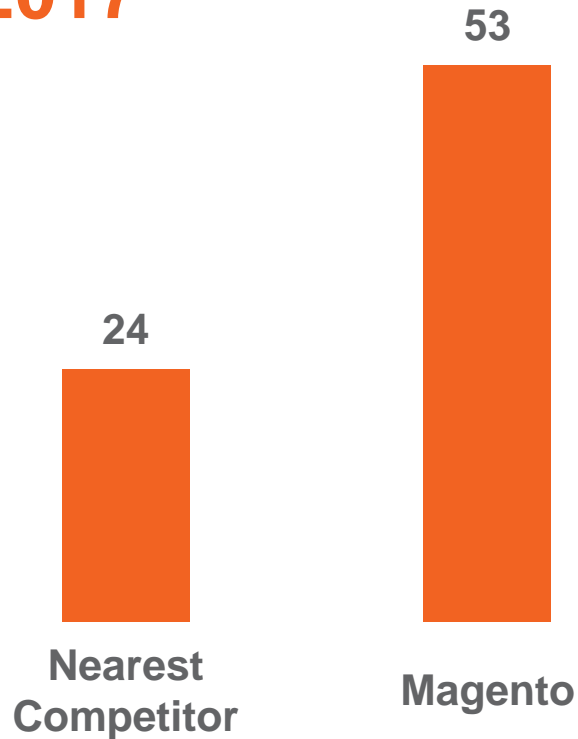
# Magento Commerce is the leading B2B commerce platform



**IR B2B  
300**

More top companies choose Magento  
for B2B than any other provider.

**IR 2017**





# The leader in B2B & B2C commerce

## 2017 Accolades

**LEADER**



**LEADER**



**TOP PERFORMER**



# The Magento economy is growing fast

2017

**\$124B**  
Annual GMV

**60M**  
Online Buyers

**\$5.1B**  
Magento Economy (Revenues)

2020

**\$224B**  
Annual GMV

**100M+**  
Online Buyers

**\$13.6B**  
Magento Economy



# The global Magento community drives innovation



**25+**  
Industry  
Verticals



**180+**  
Countries  
Represented



**255,000+**  
Magento  
Forum  
Members



**215+** Events  
**37** Countries  
**6** Continents



# The Magento leadership team



**Mark Lavelle**  
CEO



**Phillip DePaul**  
CFO



**Mark Lenhard**  
SVP, Strategy &  
Growth



**Francesca Molinari**  
Chief Human  
Resource Officer



**Jason Woosley**  
SVP, Technology



**Gary Specter**  
SVP, Global Sales



**Andrea Ward**  
CMO

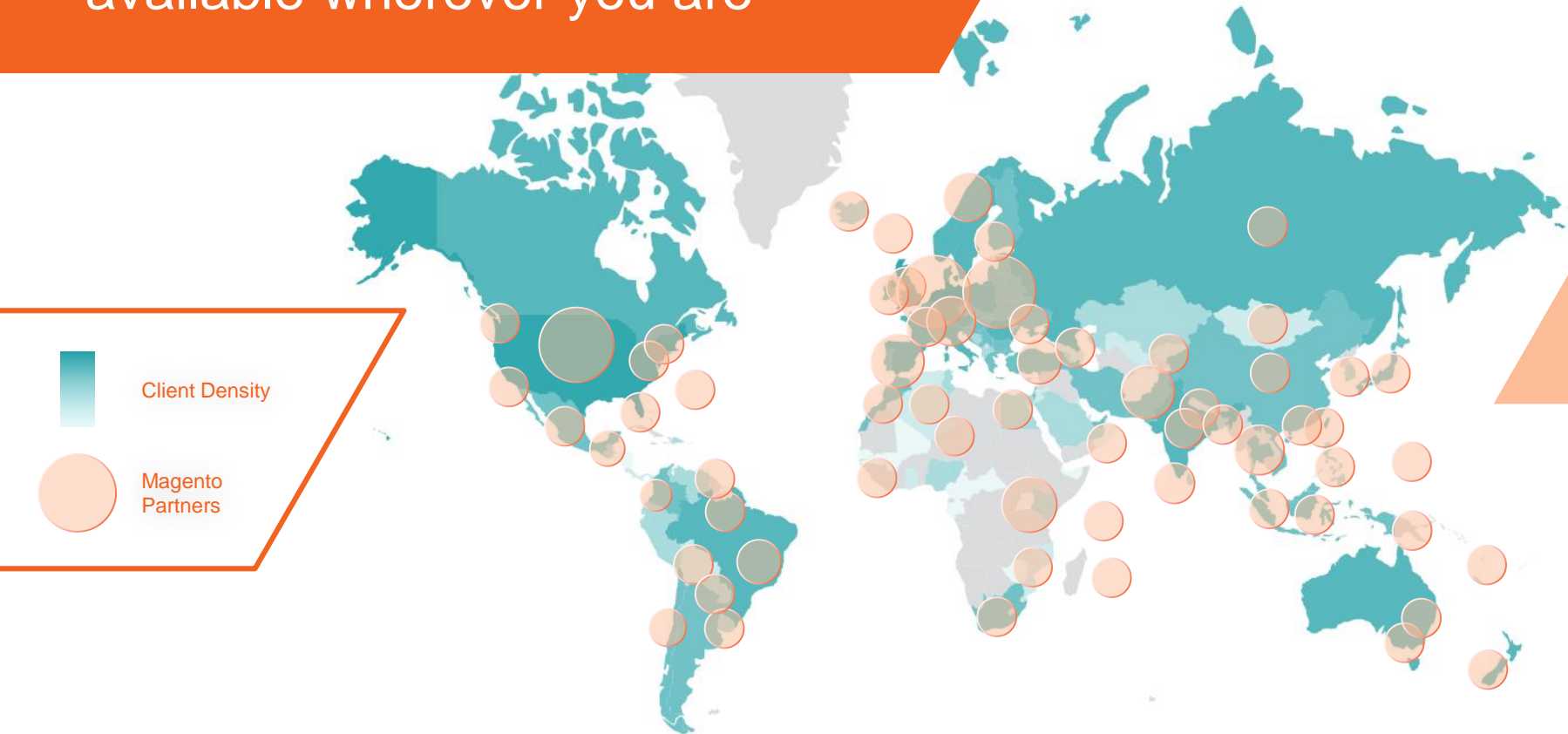


**Aparna Bawa**  
General Counsel

**100+**  
**YEARS**  
Combined  
Enterprise  
Experience



Experienced Magento partners  
available wherever you are





OUR  
PRODUCTS  
&  
CUSTOMERS



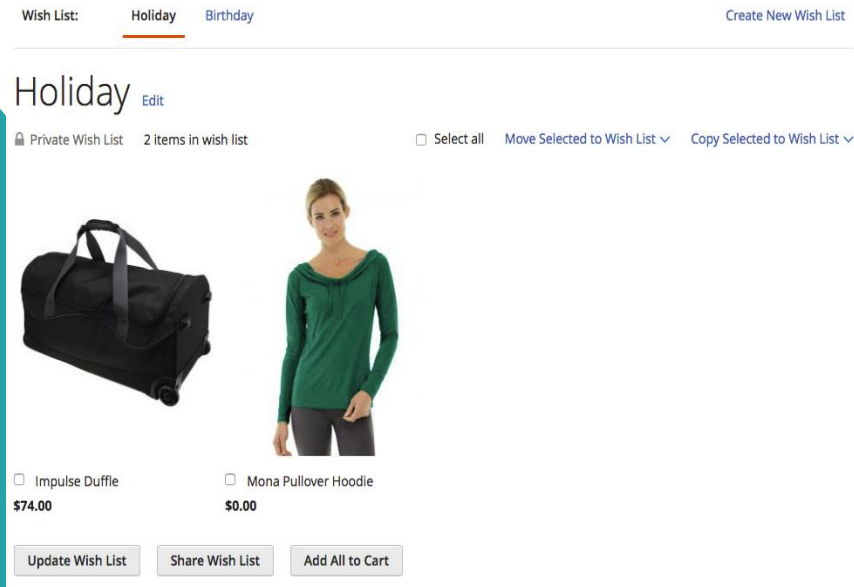


 **BUILD  
LOYALTY**



# How to build loyalty with Magento 2 ?

- Rewards
- Private Sales with Site invitations
- Gift Cards
- Multiple Wishlist
- Gift Registry
- Enhanced Gift Registry (wrapping paper, Personalized messages,...)

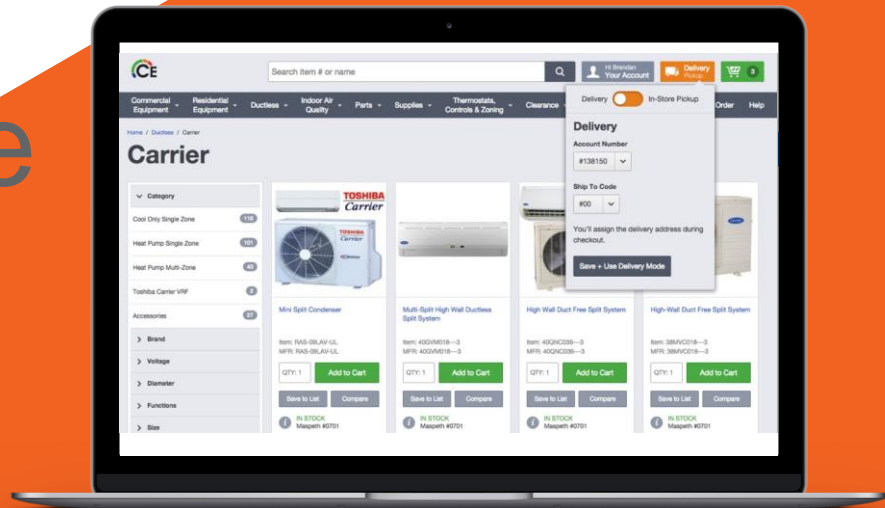


# Carrier Enterprise

**HVAC distributor**

## BUILT LOYALTY WITH

- Quick ordering tools
- Warranty lookup and processing
- Custom catalogs
- In-store pick-up and delivery



## RESULTS

**300%** Increase in Transactions

**250%** Increase in Daily Online Sales



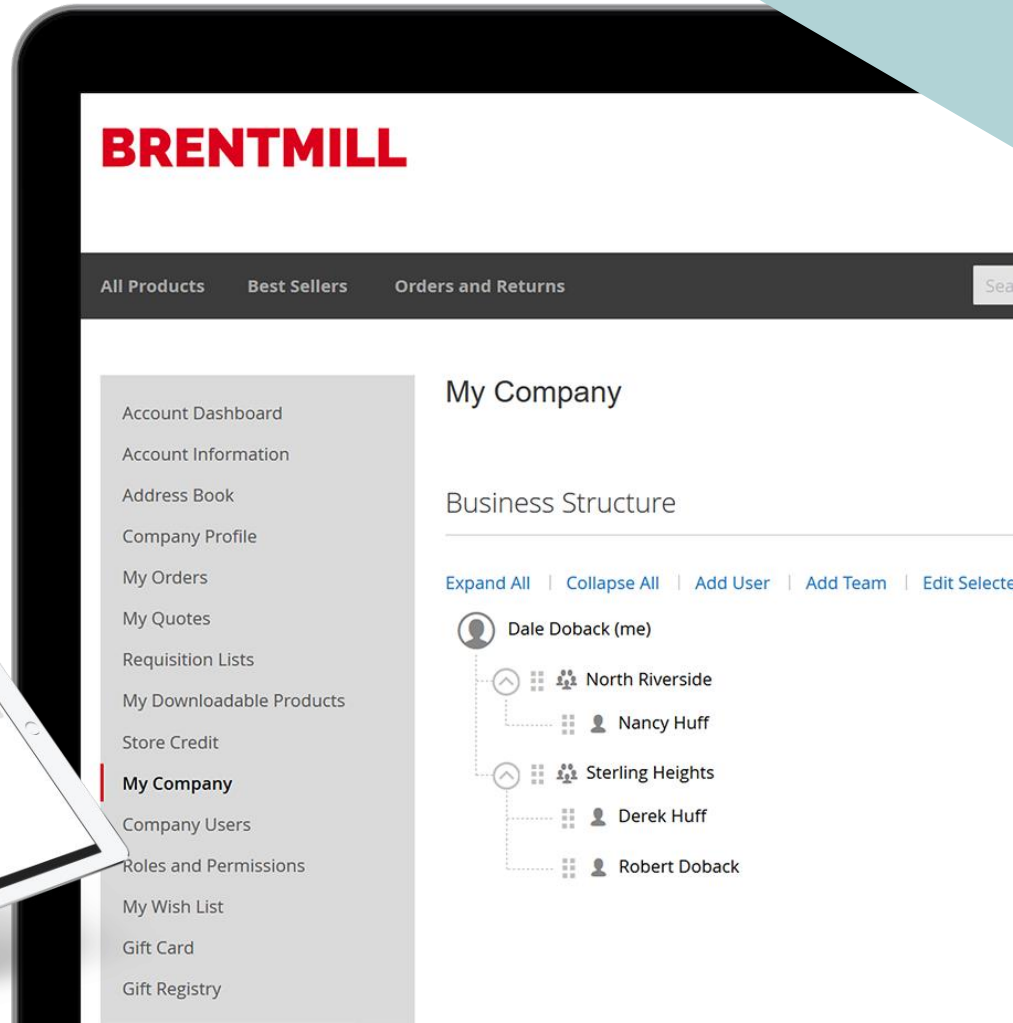
A black and white photograph of a person with long hair, seen from the side, sitting at a desk. They are wearing a white long-sleeved shirt. On the desk, there are several papers with charts and graphs. One paper shows a 3D bar chart with a 70% label. Another shows a line graph with multiple data series. A third shows a flowchart with boxes labeled 'Marketing', 'Strategy', 'Creative Group', and 'Statistics'. The person's right hand is holding a pen, and their left hand is pointing at one of the papers. A cup of coffee is on the desk. The background is dark and out of focus.

# REDUCE COST



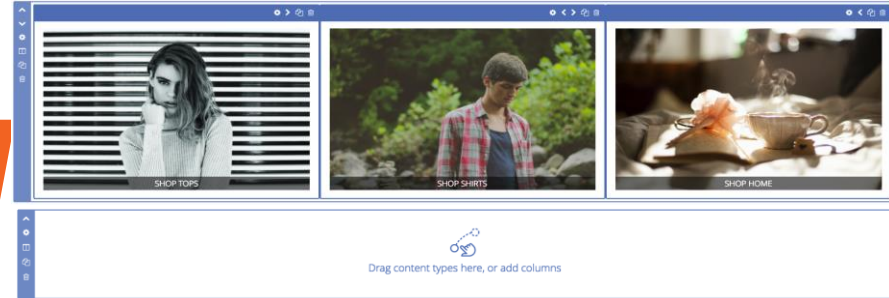
# B2B Native Module

- Corporate accounts
- Company Frontend
- Quoting
- Quick order
- Requisition List
- Shared Catalogs

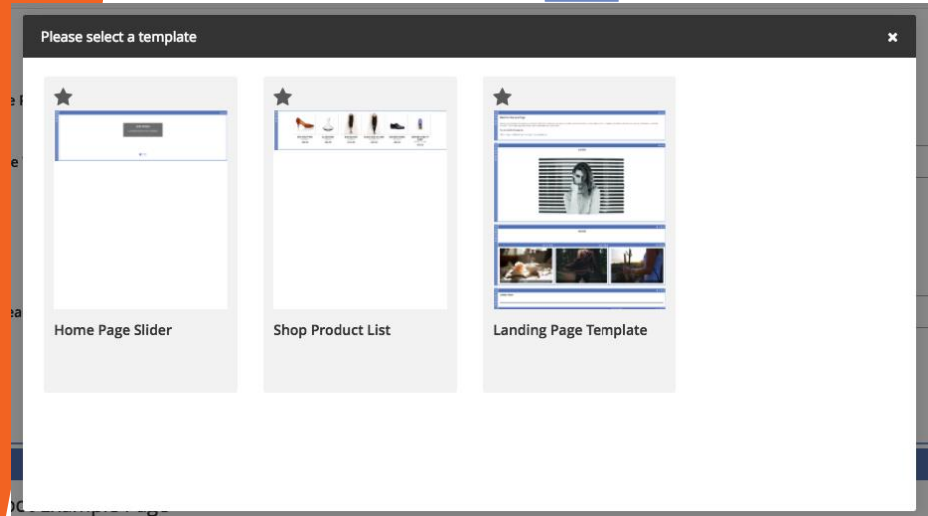


# Powerful CMS included

- Fully customizable designs & Layouts
- Drag & Drop content
- Many content types supported (videos, buttons, accordions,...)
- Live content rendering
- Content templates (save your templates, import your own,...)

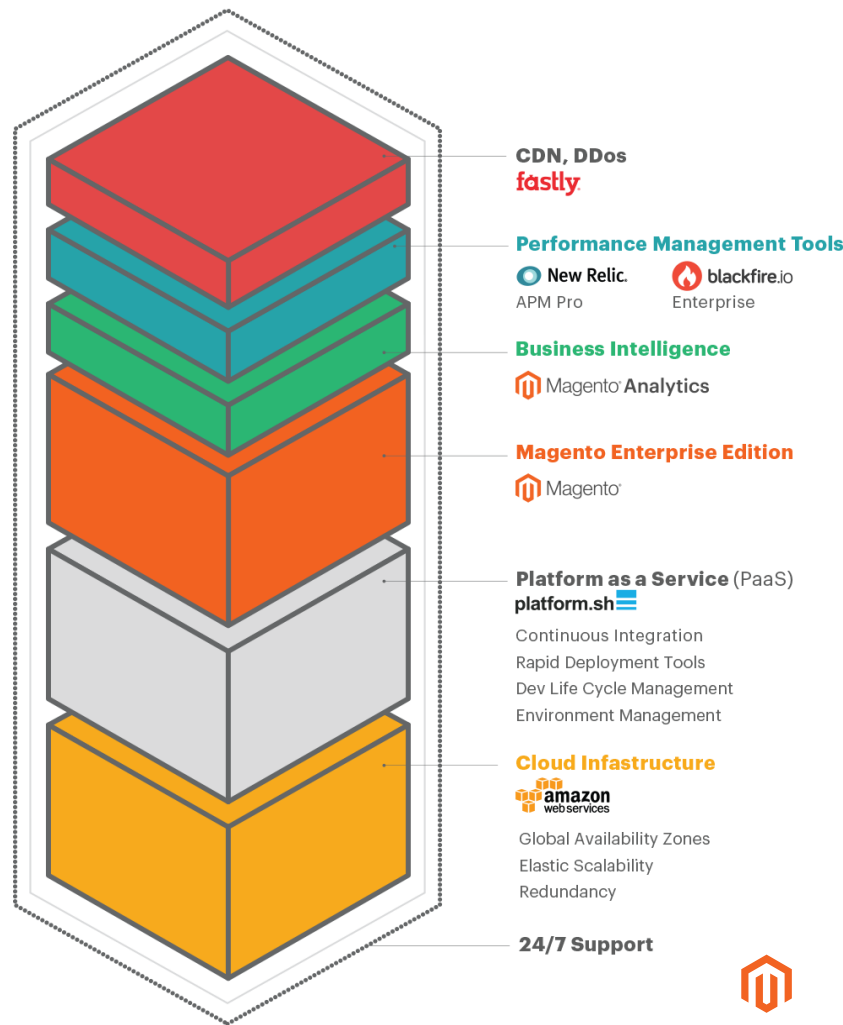


+ Add Row

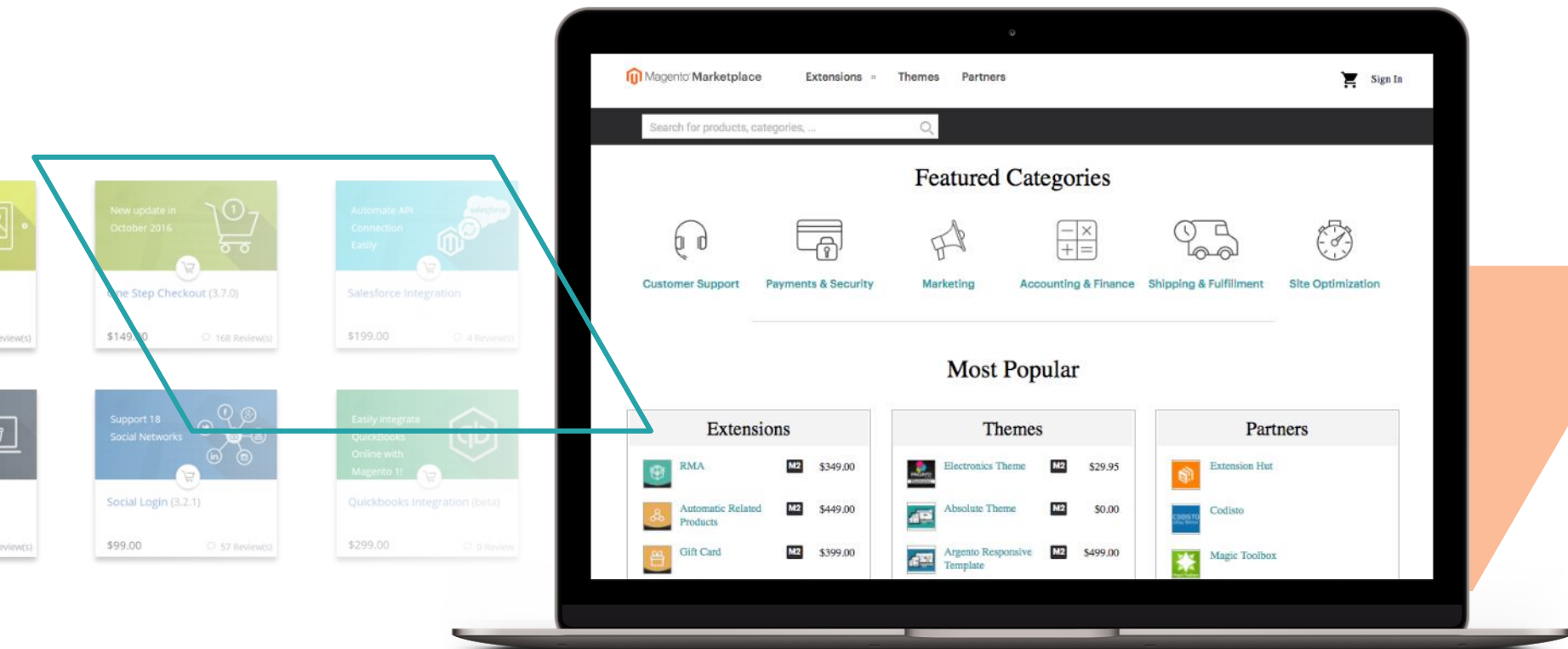


# Reduce IT spending with Magento Cloud

- Reliable and scalable hosting
  - AWS-based, 24x7 monitoring, 99.99% SLA
  - Multiple global hosting regions
- High-speed CDN and performance management tools
- Optimized for Magento
- Single contact for licensing, hosting, and support services



# Magento Marketplace – thousands of extensions



# Integrate with any backend system

- Extensive APIs
- Open, modern platform
- Off-the-shelf extensions



Microsoft  
Dynamics

EPICOR



ERP

CRM

PIM

OMS

WMS

ESB

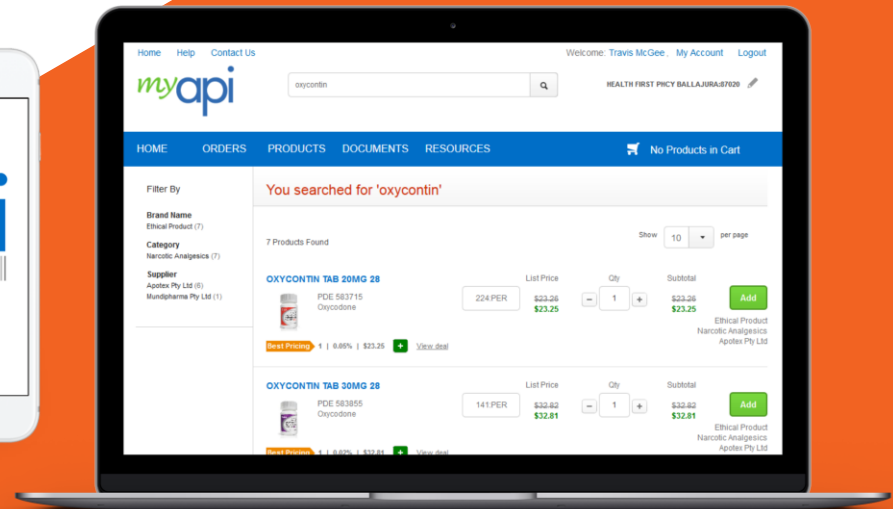


## Pharmaceutical distributor & retailer

# API

### REDUCED COSTS WITH:

- Improved backorder process
- Mobile product scanning
- One platform for B2B & B2C
- Small internal development team



### RESULTS

**20% Decrease**  
in customer support calls

Transitioned off of old  
technology in 6 months





 **GROW  
REVENUE**



# Grow your revenue with Great functionalities

- ✓ Advanced content staging and preview
- ✓ Custom registration process with customer attributes
- ✓ Customer segmentation for targeted, personalized experience
- ✓ Drag-and-drop, rule-based product merchandising

The screenshot displays the 'Staging Dashboard' for 'Level One > Level Two'. The interface includes a sidebar with navigation icons for Dashboard, Sales, Products, Customers, Marketing, Content, Reports, Stores, Systems, Third Party, and Other Third Party. The main content area shows a timeline of updates from January 1, 2015, to March 31, 2015. A pop-up window provides details for the '15% off In-Store & Online' campaign, including its status (Upcoming), start date (01/22/2015), and a breakdown of included content: 6 Products, 2 Categories, 2 Customer segments, and 1 CMS Page - 'About Us'. The pop-up also features 'Edit' and 'Preview' buttons, and a 'Delete this Update' link at the bottom.



# And even more...

- ✓ Custom catalogs by customer groups
- ✓ Scheduled data imports and exports
- ✓ Elasticsearch
- ✓ Automated Reminder Emails for abandoned shopping carts and wishlists



Cassia Funnel Sweatshirt

\$48.00

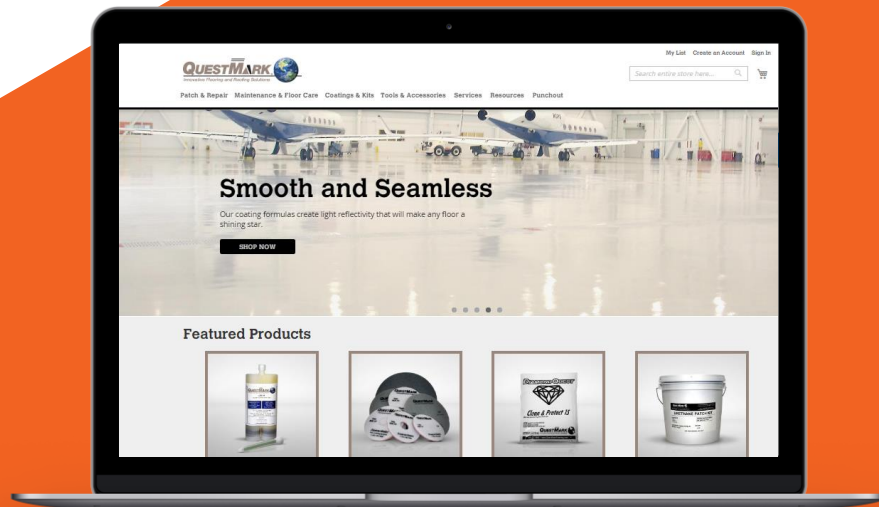


# QuestMark

## Flooring manufacturer

### GREW REVENUE WITH

- Rich site design and merchandising
- Catalog punchout with PunchOut2Go
- Easy ordering on behalf of customers
- Faster changes without waiting for IT



### RESULTS

**61%** Increase  
in AOV

**393%** Increase  
in transactions

**633%** Increase  
in Sales



# One platform Two offers

## Magento Commerce

- Up to \$1M :  
\$22,000 / \$15,000\*
- Up to \$5M :  
\$32,000 / \$23,000\*


Magento  
Enterprise Cloud Edition



- Up to \$1M:  
\$24,000
- Up to \$5M:  
\$30,000

ICT  
Solutions & Services  
**converge**

 **netsteps**

\*annual cost until March 2018  
Based on online Revenue 



WHAT'S YOUR  
**VISION?**