



**The
True Cloud
Commerce™
Platform**

Company Overview

2017

OUR MAIN NUMBERS

About VTEX



18

years of experience



2.3B

GMV (in U\$)



25

countries



60 %

workforce
in R&D



+70

micro services
in production



+10,000

releases/year



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FASHION

PANDORA
UNFORGETTABLE MOMENTS

Calvin Klein

Levi's

Pierre Cardin
PARIS

C&A

THE
NORTH
FACE

ELECTRONICS

BRAUN

Electrolux

BLACK&DECKER®

GE

Whirlpool

KitchenAid®

MANUFACTURE

SONY

MOTOROLA

MOTOROLA

NOKIA

Canon

PHILIPS

FOOD
PRODUCTS

Coca-Cola

NESPRESSO®

McDonald's

DANONE

Nestle

BEUATY &
COSMETICS

LANCÔME
PARIS

L'ORÉAL

AVON

YVES ROCHER
FRANCE

LA ROCHE-POSAY
LABORATOIRE PHARMACEUTIQUE

World-class company

Gartner®

Newest entrant on Gartner's 2017 Magic Quadrant for Digital Commerce.



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WHY VTEX?

Results of switching to VTEX

Time to Market
it takes an average
of 109 days to go live

+30%

organic traffic

+92% best result

+25%

approved orders

+40% best result

+54%

conversion rate

+300% best result

+4%

average order value

+25% best result



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THE TRUE CLOUD COMMERCE PLATFORM

Elastic Cloud Infrastructure

“VTEX is a very successful Software as a Service company.”

Dr. Werner Vogels (Chief Technology Officer, AWS)



<https://www.youtube.com/watch?v=JkaR697NI60>



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Solid and Trustworthy Platform

- Real On-demand Infrastructure
- No Hidden Costs;
- No Need of Traffic Defenders;
- No Need of Pre-Provisioning Infrastructure for Peaks;
- One of the Largest **Amazon AWS** Customer and Partner;
- Black Week 2016: +100 million sessions, +1 million orders and a peak of 586 orders in a minute.

PARTNERS

Ecosystem



1,000+ technology providers, systems integrators and agencies.



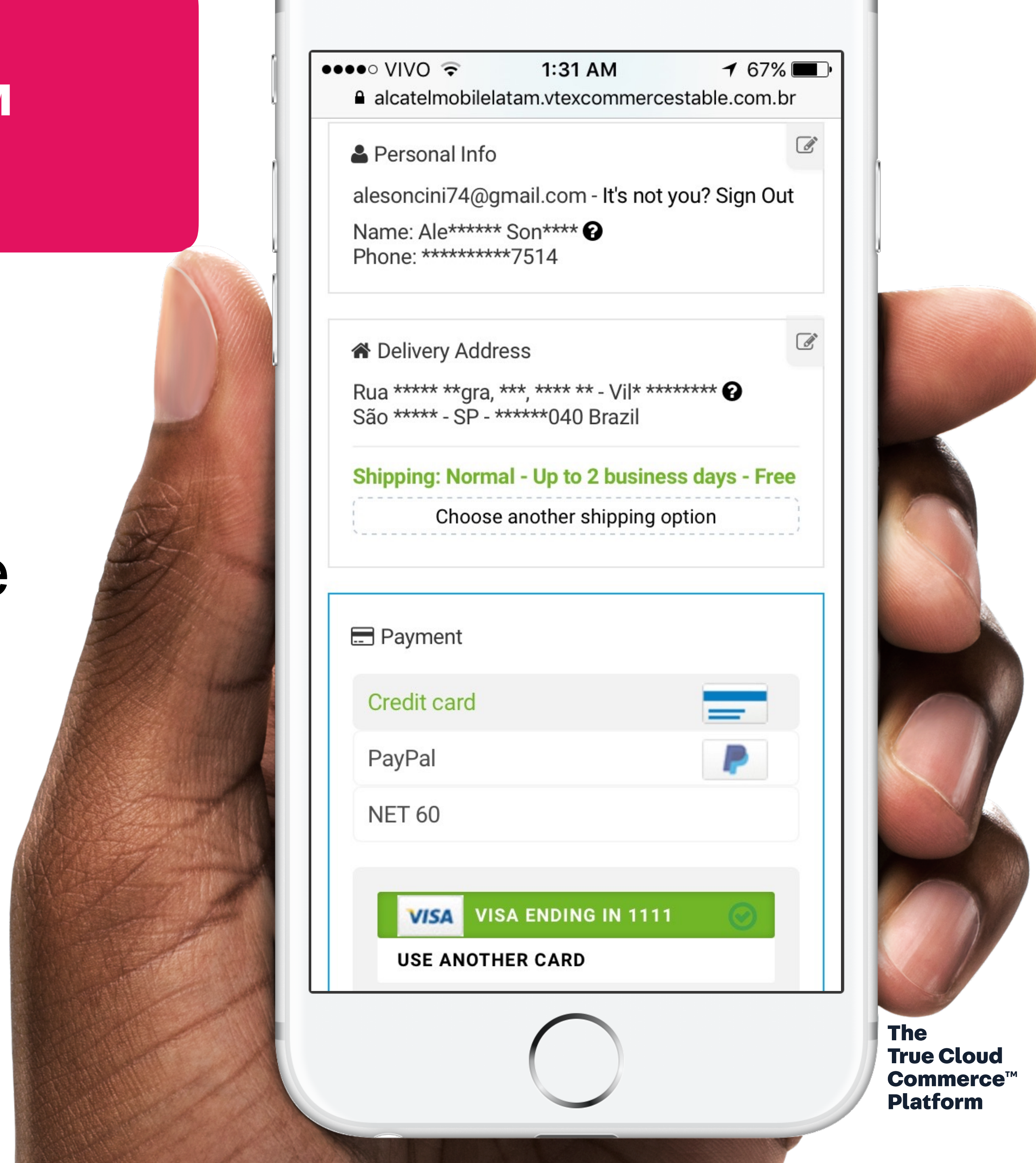
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MOBILE-FIRST

SmartCheckout™

Unique password-free checkout experience

Certified:

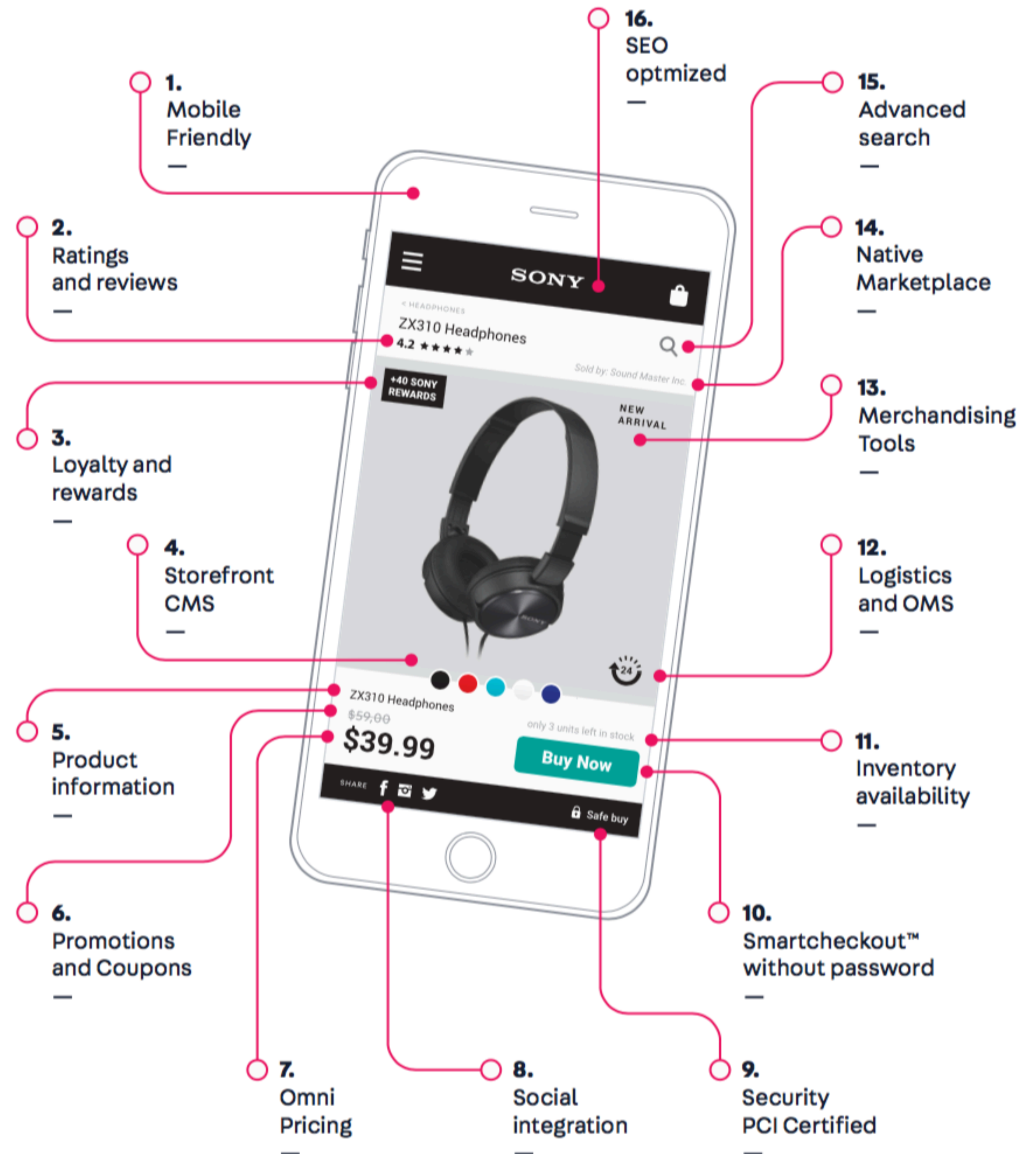


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DIFFERENTIATION FOR TODAY

Capabilities

A comprehensive solution



Orders

Payments

Subscriptions

ITEMS SETUP

 Catalog

Inventory & Shipping

Prices

 **Discounts**

Receiving Payments

STORE SETUP

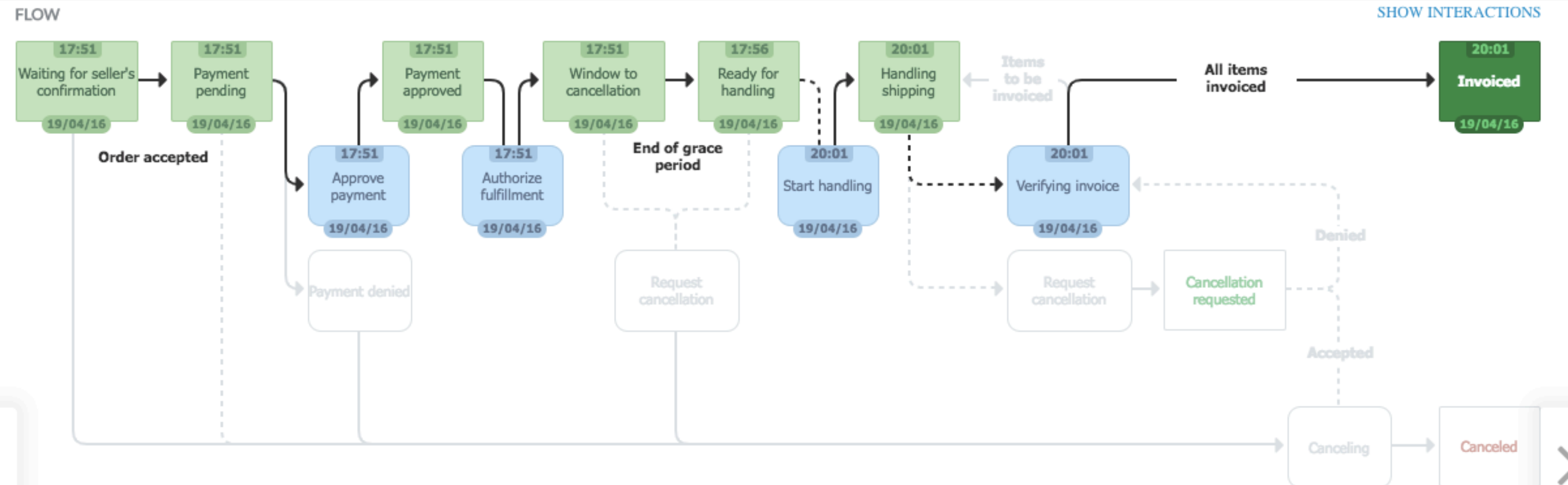
 Extensions NEW

Store Layout

 **E-mails**

 Team

Master Data



PACKAGE

Invoice

Issue Date: 19 Apr 2016 00:00

Invoice Number: 474747

Value: \$ 228.44



Marinated Skirt Steak Swift (53 oz.)

23 (ref 134750)

1 Item

\$ 208.50

Items Total

\$ 208.50

PAYMENT

Cash On Delivery

\$ 228.44

1 installment of \$ 228.44

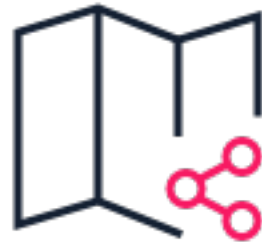
Payment ID

4625706846434788B333464CB95DB



The True Cloud Commerce™ Platform

DIFFERENTIATION FOR TODAY



MULTI Catalogs

Sell whatever you want, and wherever you want.

Create different catalogs from you inventory.



MULTI Pricing

Manage your sales and distribution rules.

Allow countless price rules based on your strategies.



MULTI Warehouses

Operate with the best warehouse management.

Optimize customer experience, and ship faster.



MULTI Inventories

Sourcing is the new black.

No matter from where you are getting your products, just sell.



MULTI Currency

Run cross border, with one site or multiple sites.

Manage local currency and connect with local payments.



MULTI Storefronts

Manage different brands and different stores.

Under the same environment and with same features.



MULTI Channels

Sell in your own website, or through 3rd party.

Marketplace, drop shipping, or whatever you create.



MULTI Payments

We allow you to choose best payment vendors.

Test and optimize, run with the best performance.



MULTI Sellers

Become a Marketplace.

And easily partner with all 2300 VTEX seller or any other merchant in the world.



MULTI Language

Expanding your business?

Don't mind we support you wherever you are going to.



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UNIFIED COMMERCE

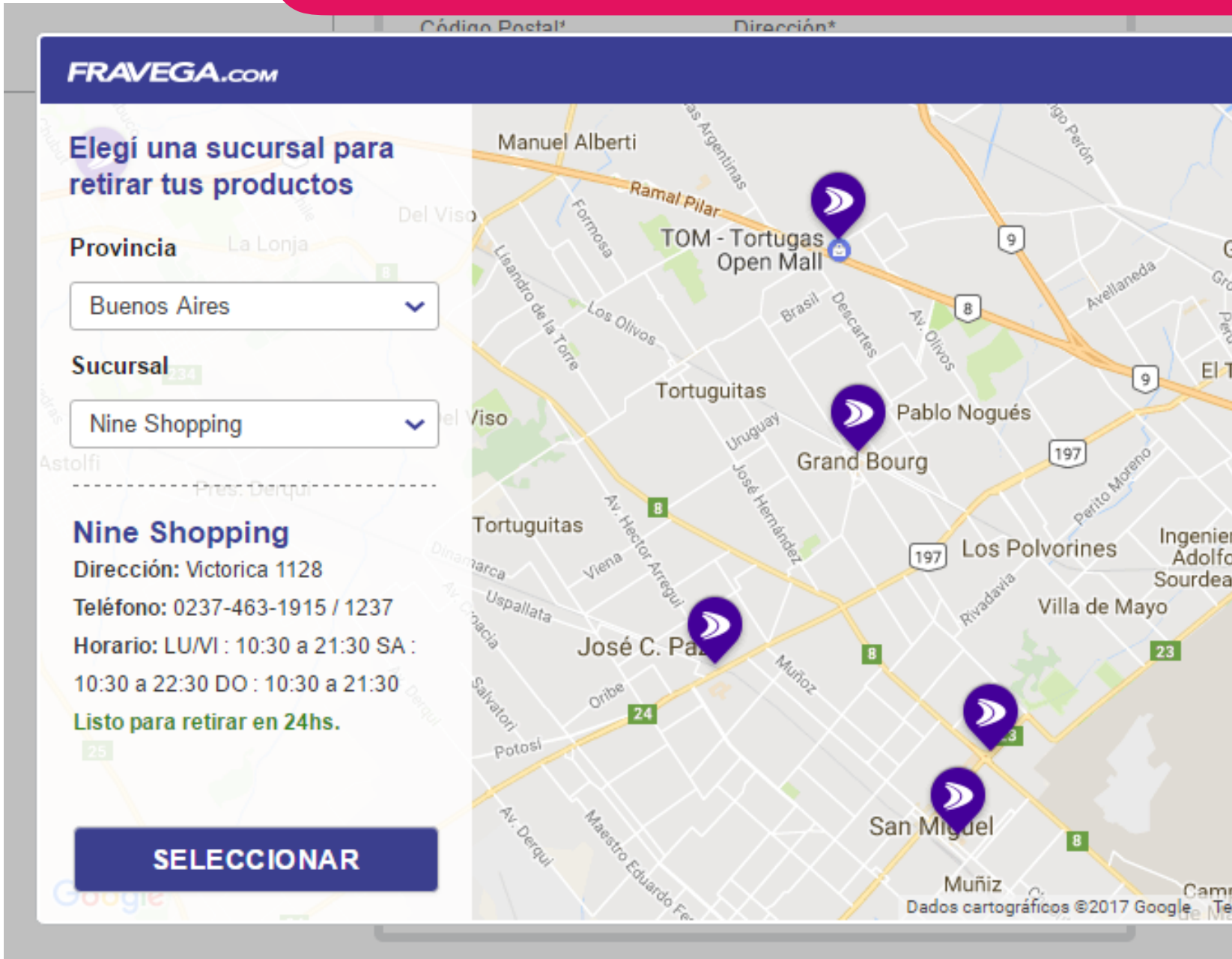
Omnichannel



Kiosks



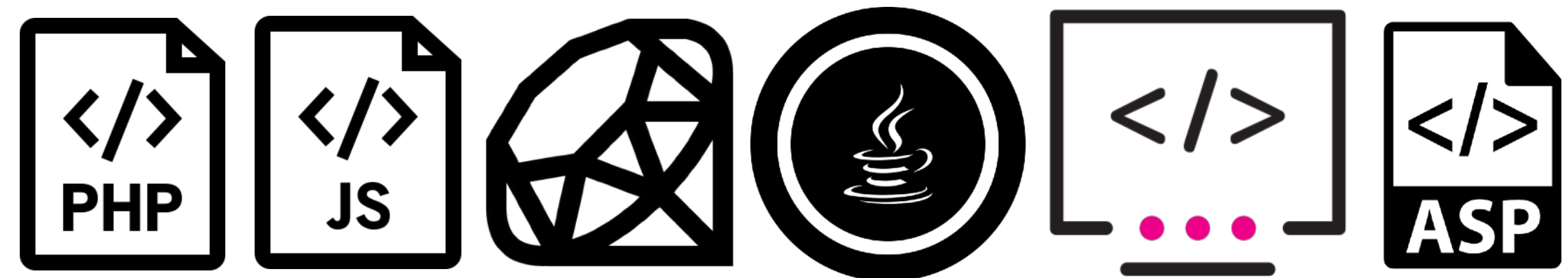
Store Pickup



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Extend & Customize

The API first architecture allows to fully extend, customize and easily integrate the platform with external systems (ERP, WMS, CRM), social media, marketplaces, among other.



API docs: <http://help.vtex.com/en/developer-docs/>
VTEX SDK for Javascript: <https://github.com/vtex/vtex.js>

Main Differentials

Faster to implement (avg. 109 days)



Ability to customize everything



Continuous upgrades (800+ last month)



Unique password-free checkout



True multi-tenant architecture



No license, set-up and hidden costs



Certified:



Compliant:



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VTEX

Differentials

2017

**Ten reasons of
why clients
are choosing
VTEX.**



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1. Faster to Implement

From the kick-off to the go-live
in 109 days (historical average).



2. Ability to customize everything

Native CMS (no proprietary language) & API-first.



3. 200+ platform migrations over the last 6 months

Comprehensive solution with a self-service backend.



4. Fast-paced: 5437 updates in 2017 and counting...

Continuous delivery and rolling upgrades with no downtime.



5. Trusted by the most valuable brands in the world

Coca-Cola

Disney



Walmart ✱



6. Highly selective technology ecosystem

1,000+ SIs, agencies,
technology and solution
providers worldwide.



7. Unique password-free checkout

SmartCheckout™ increases
in 28% online revenue.



8. True Cloud Multi-Tenant Platform

Agile culture,
microservices architecture
and an elastic cloud infra.



Autoscaling Cloud

+1,464M orders

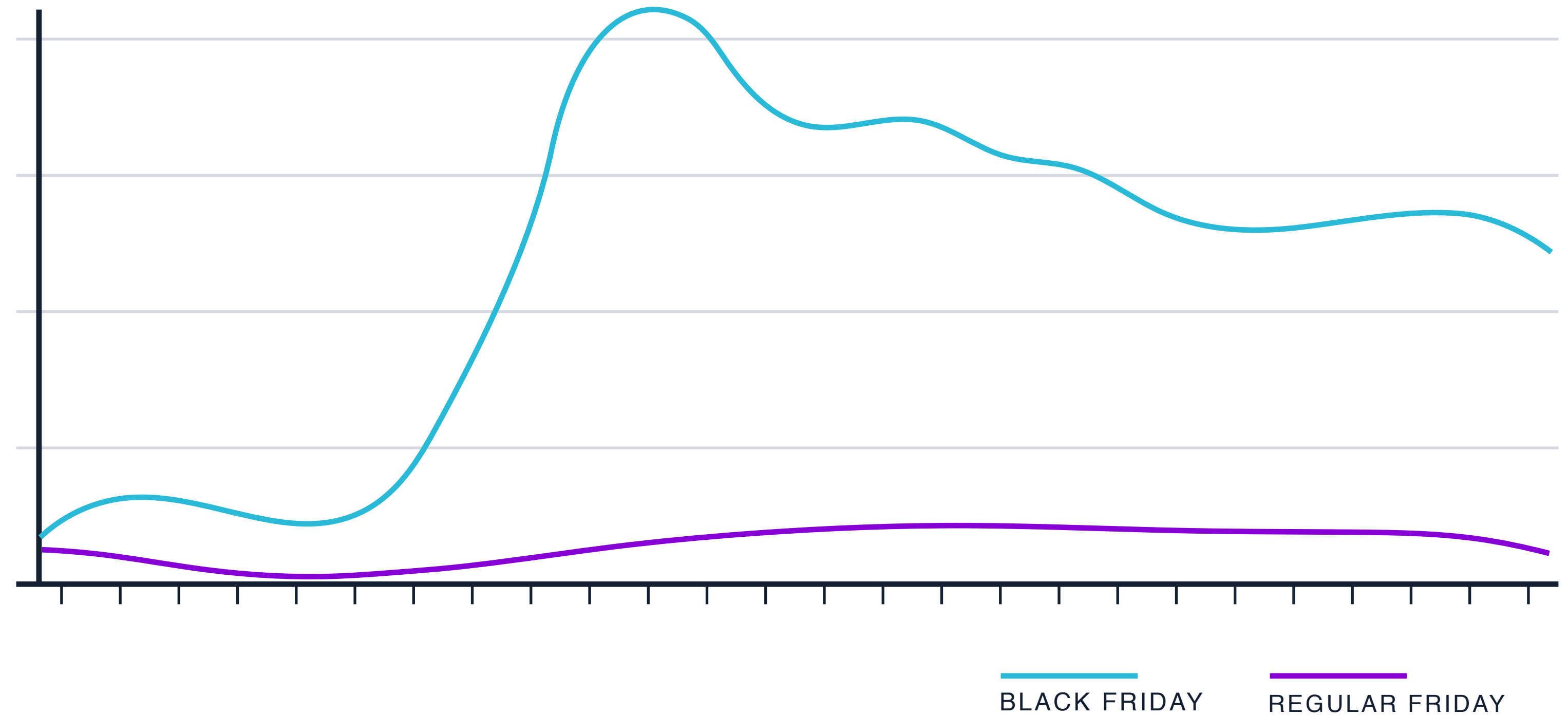
during Black Week

459,524 orders

during Black Friday

586 orders/min

at the peak of Black Friday



9. Unified Commerce

B2X multi-channel and omnichannel solution.



10. Pricing Model

No set-up or license fees
No monthly minimum
No commitment term
No hidden costs
TRUE on-demand
BEST TCO



CIO Review for Digital Platform

CIOReview

20 Most Promising Retail Technology Solution Providers - 2017

- The companies compiled in this issue have manifested profound business process knowledge, along with in-depth, integrated, and innovative strategies in the retail technology arena. The listing offers an outlook on how these solutions work in the real world so that organizations can gain a comprehensive understanding of what technologies are available and how they add value to the retail arena. ■■

[HTTPS://RETAIL.CIOREVIEW.COM/VENDORS/MOST-PROMISING-RETAIL-TECHNOLOGY-SOLUTION-PROVIDERS-2017.HTML](https://retail.cioreview.com/vendors/most-promising-retail-technology-solution-providers-2017.html)

Inc.com for Digital Platform

Inc.

Top Seven eCommerce Platforms In 2018

“ **The Verdict:** businesses with an annual turnover of a million dollars (or above) along with a significant number of monthly transactions can benefit from VTEX and its significant increase in conversion rates. ”

[HTTPS://WWW.INC.COM/BILL-CARMODY/TOP-SEVEN-ECOMMERCE-PLATFORMS-IN-2018.HTML](https://www.inc.com/bill-carmody/top-seven-ecommerce-platforms-in-2018.html)

ON THE NEWS

CIO Review for Digital Platform

CIOReview

VTEX: The Retail Strategists

“ VTEX has culminated as one of the most innovative solution providers allowing retailers and brands to scale and leverage technology. ”

[HTTPS://RETAIL.CIOREVIEW.COM/VENDOR/2018/VTEX](https://retail.cioreview.com/vendor/2018/vtex)

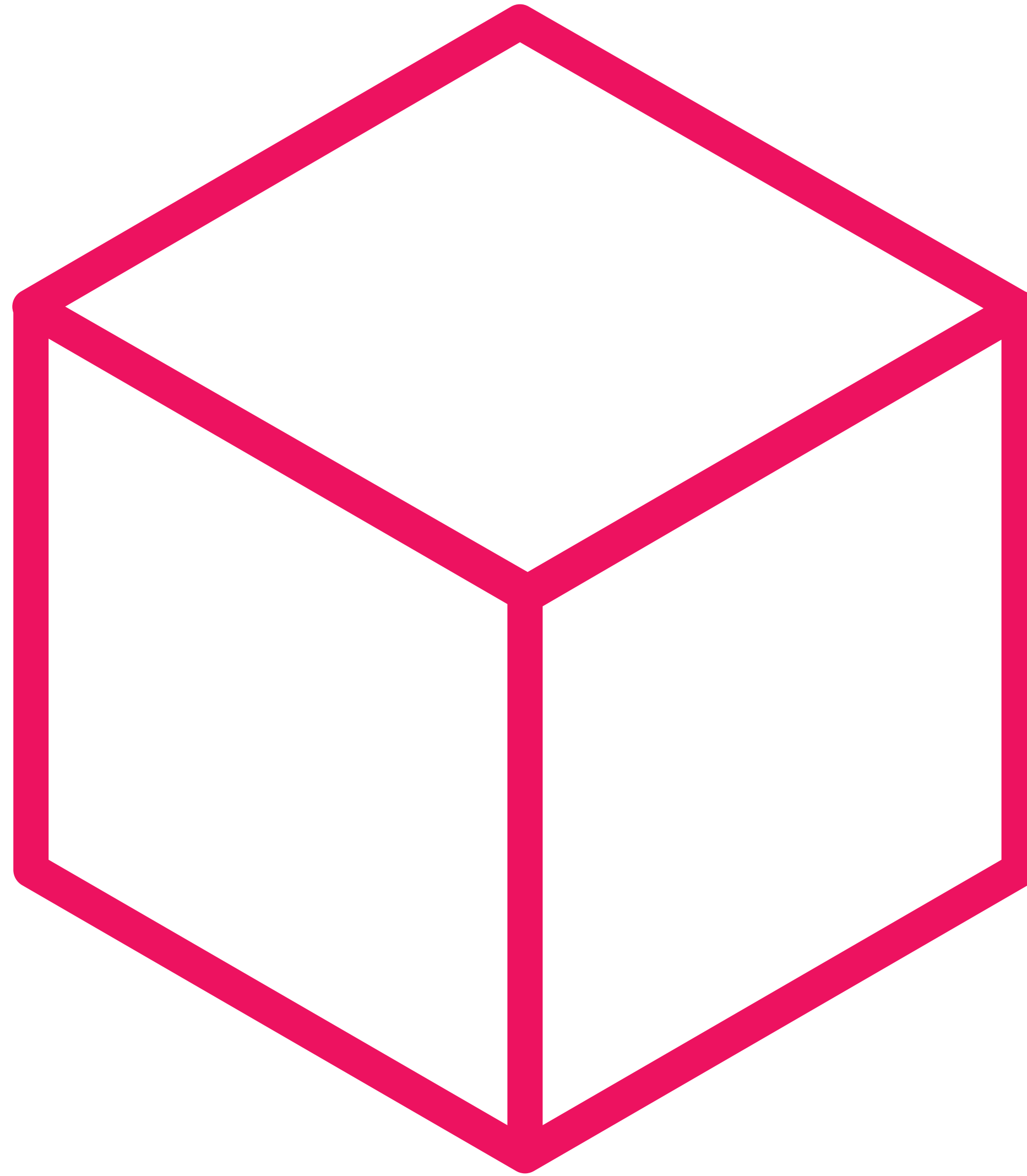


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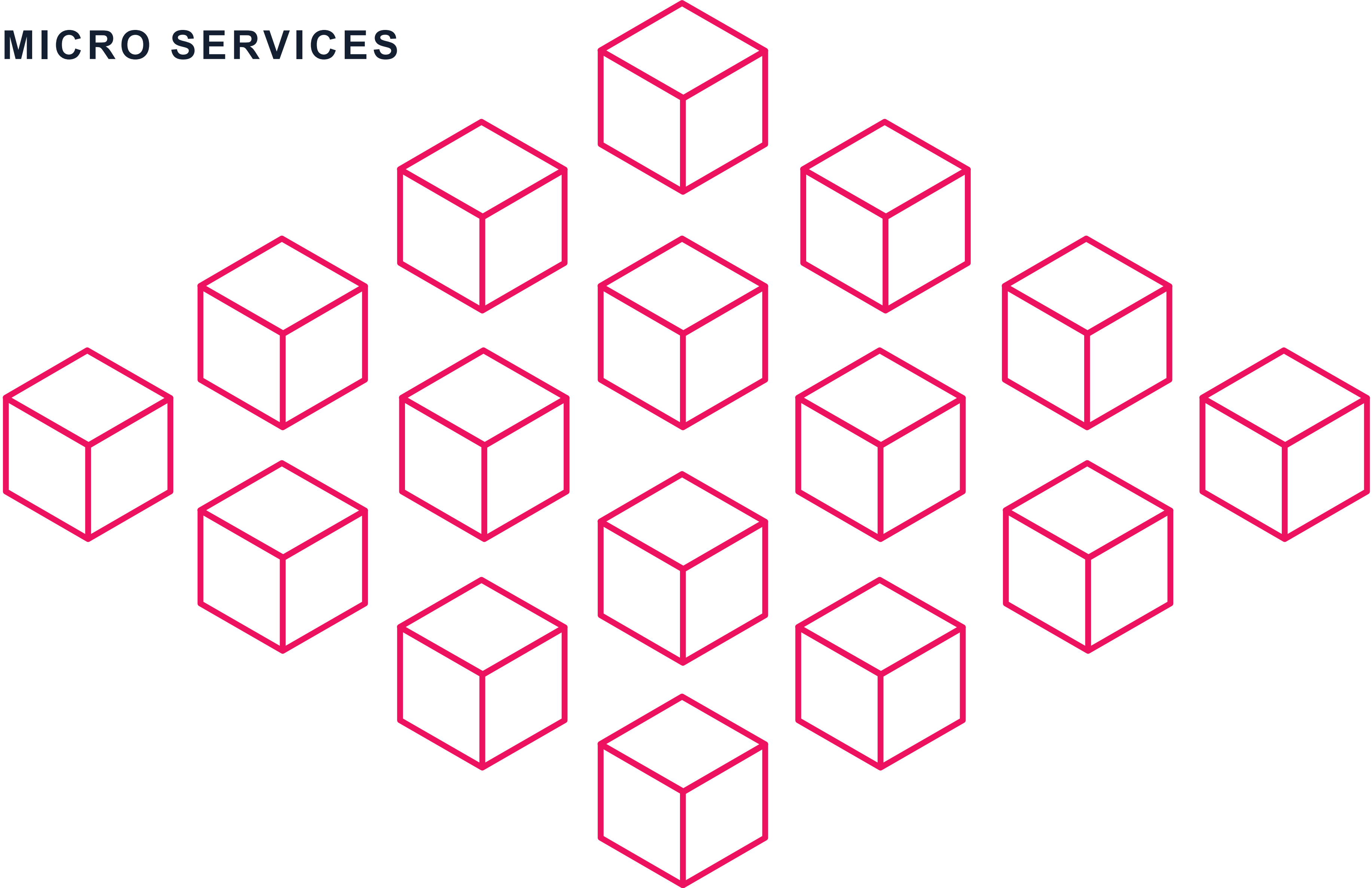
Additional Information

2017

**NOT A MONOLITH
ARCHITECTURE**



70+ MICRO SERVICES



+800

**+800
upgrades
last month**

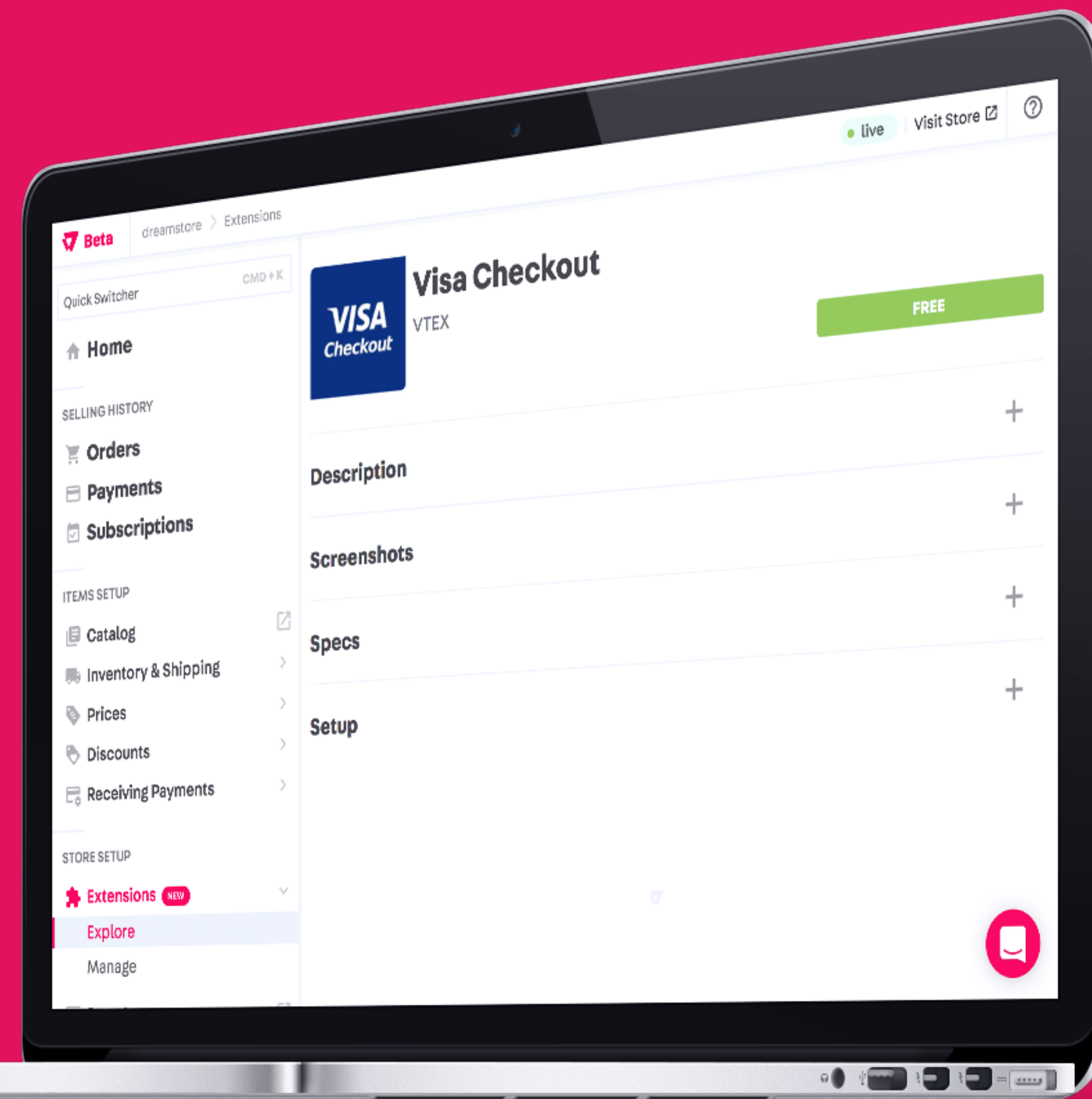
**“I am considering sending some of global IT team
to ‘intern’ at VTEX to learn cloud processes.”**

Mike Heim, Whirlpool’s Global CIO



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VTEX Extension Store



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SECTION TITLE

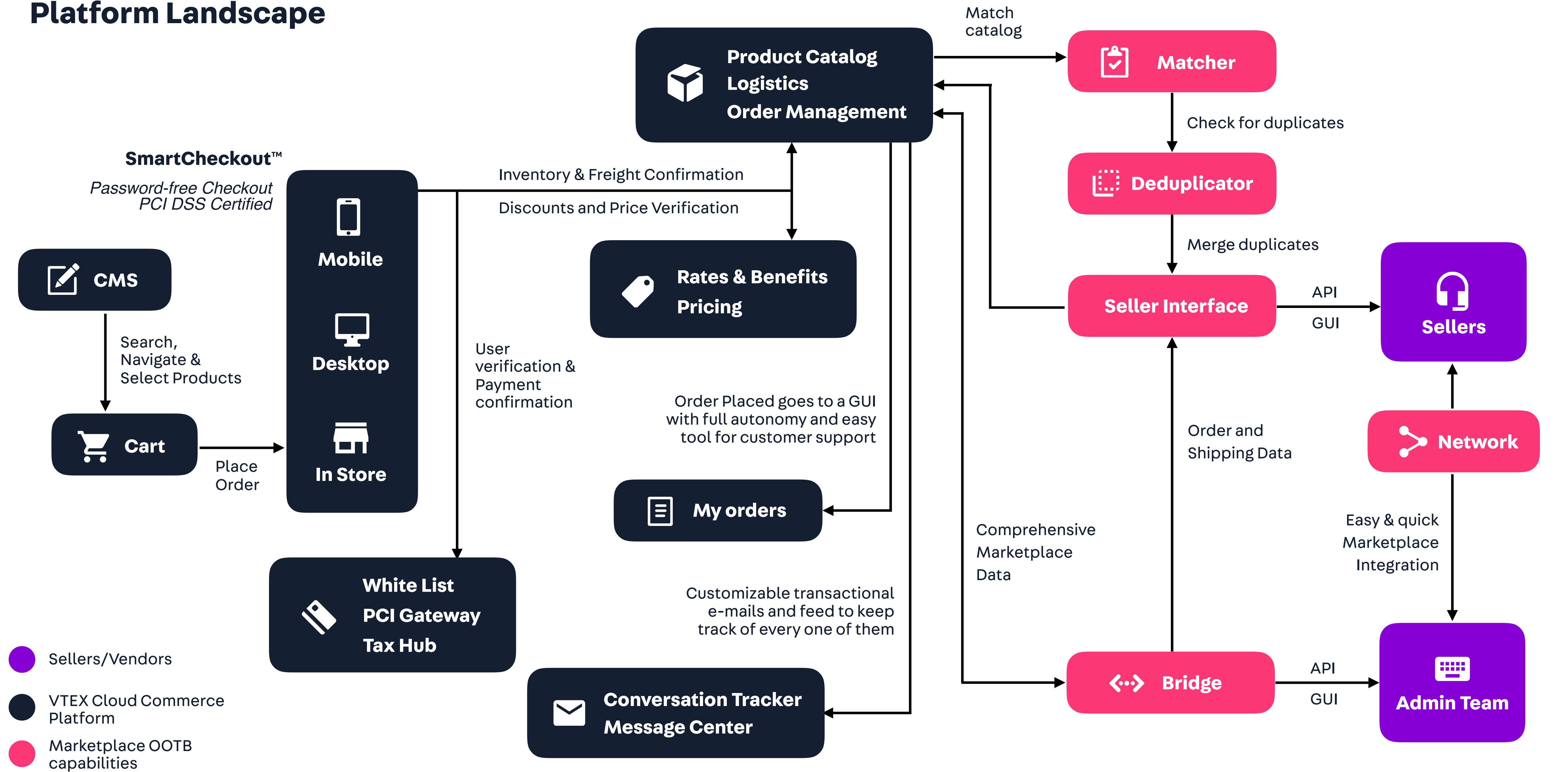
VTEX Cloud Marketplace Platform Main Capabilities

- Seller catalog and inventory automatic sync;
- Catalog matcher and deduplication technology;
- Seller portal GUI or OpenAPIs layer for integration;
- Marketplace and Seller transactional PIM;
- Customized PDP - Main seller rules;
- Checkout optimizer technology that suggests a better SKU seller at the shopping cart;
- Flexible shipping options according to SKUs/sellers;
- Pricing, taxes and promotion management at the seller level;
- Order and payment split (multi-gateway and multi-merchant solution);
- Order orchestration and conversation tracker for customer service quality assurance;
- Partial cancelation or change order with refunds management;
- Returns and refunds management at the seller level;
- Among others;



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VTEX Cloud Marketplace Platform Landscape



VTEX DAY

We are specialists



