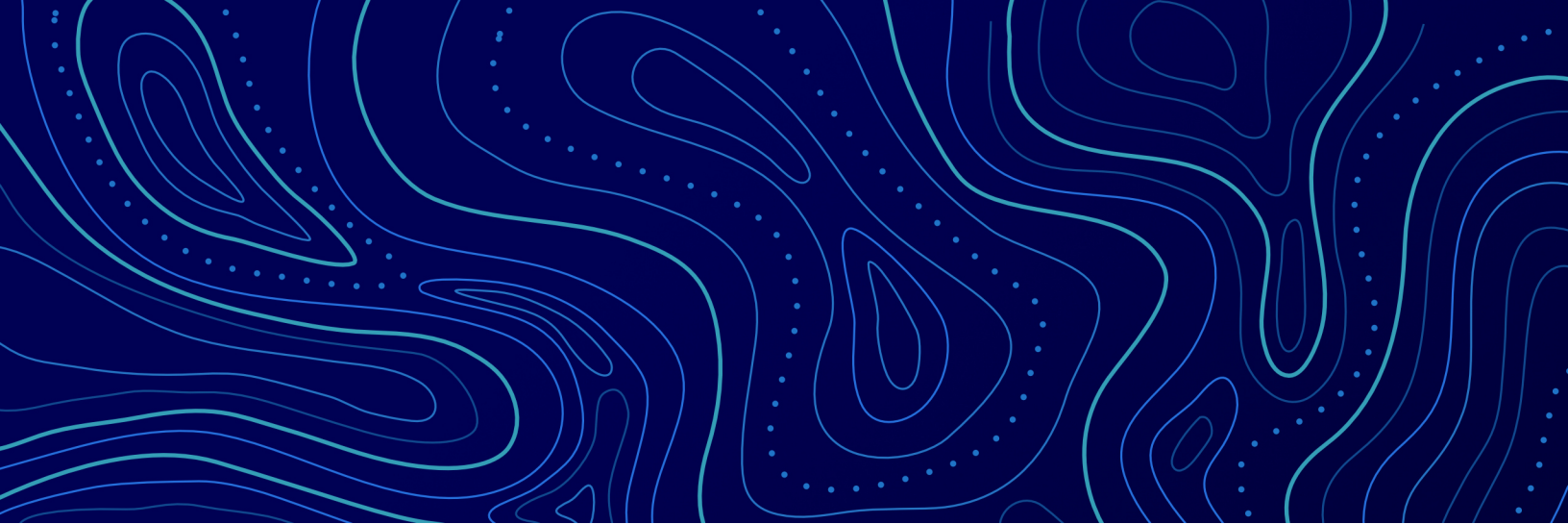




# Is a marketplace a revenue generating channel?

Nautical Commerce—a modern marketplace commerce platform



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# The marketplace economy is here

The way we do business has fundamentally changed

According to DigitalCommerce 360, all of the top ten global online retailers and nine of the top ten in the United States are marketplaces. This is no coincidence, the best companies reinvented themselves—creating an ecosystem around their core product. The power of marketplaces has ushered in the first ever cohort of trillion dollar companies.

The decision to create a marketplace around your core product is no longer an *if*, but a *when*—a strategic imperative to compete successfully in the new era of commerce. You have to monetize the power of your brand by building a strong network of suppliers to complement your product offerings.

**Nautical Commerce is a marketplace platform that allows you to empower your vendors while still delivering a delightful buyer experience**



# The way people buy online has changed for good—marketplace commerce has driven new expectations

There is ever increasing pressure from hyper optimized fulfillment with one and two day deliveries, and the explosive growth of online commerce with the pandemic—increasing 278% alone from 2019 to 2020.

Building a custom marketplace commerce platform or embracing dated technology creates such overwhelming technical debt that can't be seen at the surface. Businesses must focus on their core competency—their core products and the external networks supporting them.

Brands that monetize their accessories, add-ons, and third-party replacement parts for their core products have materially higher AOV (average order value) from buyers.

**Nautical Commerce is designed to make operating your marketplace seamless, from start to hyper growth—your platform for success**

# Stay Two Steps Ahead of the Competition

Online commerce evolves at a rapid pace, remaining in the lead position requires thoughtful foresight—with Nautical Commerce, you are already ahead of the pack



More than half of the Fortune 500 disappeared over the last 20 years, largely because these organizations lacked the agility to evolve with a changing tide of customer expectations. In 1955 a business' life expectancy was 75 years, in 2020 it decreased to 15 years—a stark difference. The pace and rate of change increases with each year as new technology becomes table-stakes organizations have to up their game to become more agile.

Organizations can't afford to build a custom marketplace commerce system or create a patchwork from dated technology. The overwhelming technical debt makes it obsolete before the project is even finished, putting them on the defensive from the start.

In the era of business at the speed of innovation, companies that thrive focus on their core competency—building delightful products and experiences for customers. Further they curate an external network of complementary products to enhance those customer experiences.

**Nautical Commerce leverages modern architecture patterns and cloud technology to ensure you can focus on what matters most—customers**

# Plan for Tomorrow, Today

Select a platform that is designed to scale with your success, built to be flexible and extensible in anticipation of your future needs—with Nautical Commerce it's possible



## nautical

**Marketplace Native.** Full end-to-end marketplace commerce. Multivendor is weaved into every aspect of the platform—from products and orders to the customer experience, ensuring rich insights for both marketplace operators and vendors alike.

**Headless Commerce.** The world of commerce is constantly evolving, with headless commerce—the platform is decoupled from the frontend, allowing you to deliver the most delightful buyer and seller experience imaginable in an unconstrained way.

**Beyond Microservices.** Nautical is driven by an event-driven architecture—which means user activities can trigger automated workflows and processing downstream.

**Engineering Friendly.** With several reference storefront frameworks and a robust GraphQL API, developers and engineers leverage standardized languages and tools to work with the platform.

## Bolt-on Apps

**Limited Platform.** Bolt-on apps that serve aspects of marketplace capabilities are limited by the underlying commerce platform—further many break when the underlying platform has an API update, bringing your marketplace to a halt.

**Difficult Extending.** An app is not a platform, most are proprietary and nearly impossible to extend the core functionality to meet your business needs or enhance the marketplace workflow.

**False Start.** Many of the marketplace operators that launched with an app found that just when they needed it most, the app failed to scale with their success, regardless of the underlying commerce platform.

**Engineering Nightmare.** With little control over extensibility, scalability or augmenting with third-party apps—technology teams find themselves against a wall when the app hits the wall.

# Top reasons to choose Nautical Commerce

1

**Start your marketplace effortlessly, without a line of code**

There's no need to be a software company to do what you love

2

**Your sellers hit the ground running with self-service**

Creating a delightful experience for vendors as well as buyers

3

**Grow limitlessly with both approachability and scalability**

The two are not mutually exclusive, you can have both

4

**Surprise and delight with a superior buyer experience**

Create customer loyalty by reaching them where they prefer to buy

5

**Increase distribution with powerful affiliate marketing**

Influencers and brand ambassadors are unconstrained with self-service

6

**Managing your marketplace has never been easier**

Designed to seamlessly empower your marketplace operating team

# Ready to Learn More?

Delivering an experience that delights marketplace operators, buyers, sellers and your technology teams isn't just a dream—it's a reality with Nautical Commerce



**Our team is ready! Let's get in touch to drive your vision into a reality.**



**Want to see a marketplace in action,  
let us show you...**



**Not ready to see the product yet?  
Send us an email...**



Nautical Commerce is a leader in marketplace technology, providing a unified cloud based B2B and B2C commerce platform powering brands, retailers, distributors, and wholesalers. Backed by well-known commerce focused venture capitalists and notable angel investors and driven by an internationally diverse team from Apple, Discover, Kensho, Turvo, Visa, and Zillow. Discover more at [www.nauticalcommerce.com](http://www.nauticalcommerce.com).