BRAND ACTIVE powered by **divante**

CAPABILITIES OF THE
SHOPIFY PLUS PLATFORM

The ebook presents a collection of information that will illustrate why Shopify Plus is one of the most powerful SaaS sales platforms in the world.
This ebook also defines for which customer groups this engine is recommended and for which it will not be suitable

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What will you learn from the ebook?

Shopify Plus is one of the most popular sales platforms for enterprise customers in the world. Based on its dynamic development, we are giving you an ebook, from which you will learn, among others:

- what are the greatest advantages of SP
- what challenges will SP allow you to cope with
- what limitations of SP you have to take into account
- for what type of clients this solution is dedicated
- in which industries SP is the most popular
- which platforms is the most frequent migration to SP

The ebook is addressed primarily to people on the boards of companies; decision-makers in the context of e-business who are considering changing the platform; entrepreneurs who have a development strategy that assumes the implementation of a multi-purpose online store based on a stable and scalable system for new markets; eCommerce Managers who want to learn more about Shopify Plus.

01

About Shopify Plus and its growing popularity

Shopify Plus was established in 2014 and in recent years has been implemented by over 10,700 entrepreneurs around the world, and under its banner there are over 17,200 online retailer domains.

The platform itself was created as a response to the growing needs of corporate users and those who needed functionalities that were unavailable or impossible to implement on basic plans (Basic, Shopify and Advanced).

The advantage of this solution over the aforementioned versions is, above all, the possibility of implementing Shopify Flow, Shopify Scripts, Lounchpad, editing a checkout or the speed of the store - all the above-mentioned functionalities will be discussed in further parts of the e-book.

Since 2017, we have been observing a cyclical increase in the popularity of the Shopify platform - it is illustrated in Fig. 1

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Fig. 1 Shopify development
Source: https://storeleads.app/reports/shopify
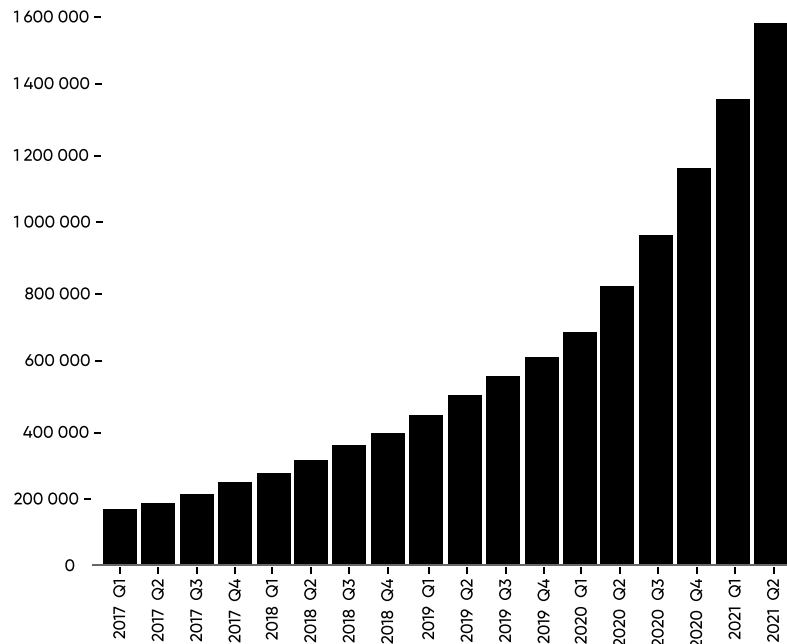
The unflagging popularity of the basic engine plans translates directly into the growing interest in the Plus solution, which is growing year by year in the context of implementations (Fig. 2).
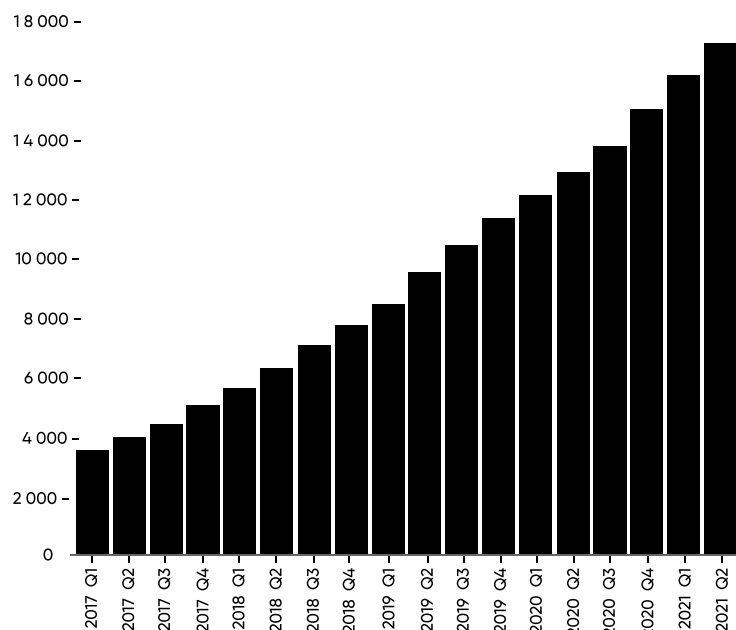
Fig. 2 Shopify Plus development
Source: https://storeleads.app/eports/shopify/list-of-shopify-plus-stores

Shopify Plus is a solution that works regardless of what products are sold in the store, but it is worth emphasizing that there are several industries in which this sales engine is most often used. The list looks like this:

- Fashion
- Beauty & Fitness
- Home & Garden
- Health
- Food & Drink

The graph below (Fig. 3) shows the percentage share of the above industries in the overall list of all Shopify Plus stores.
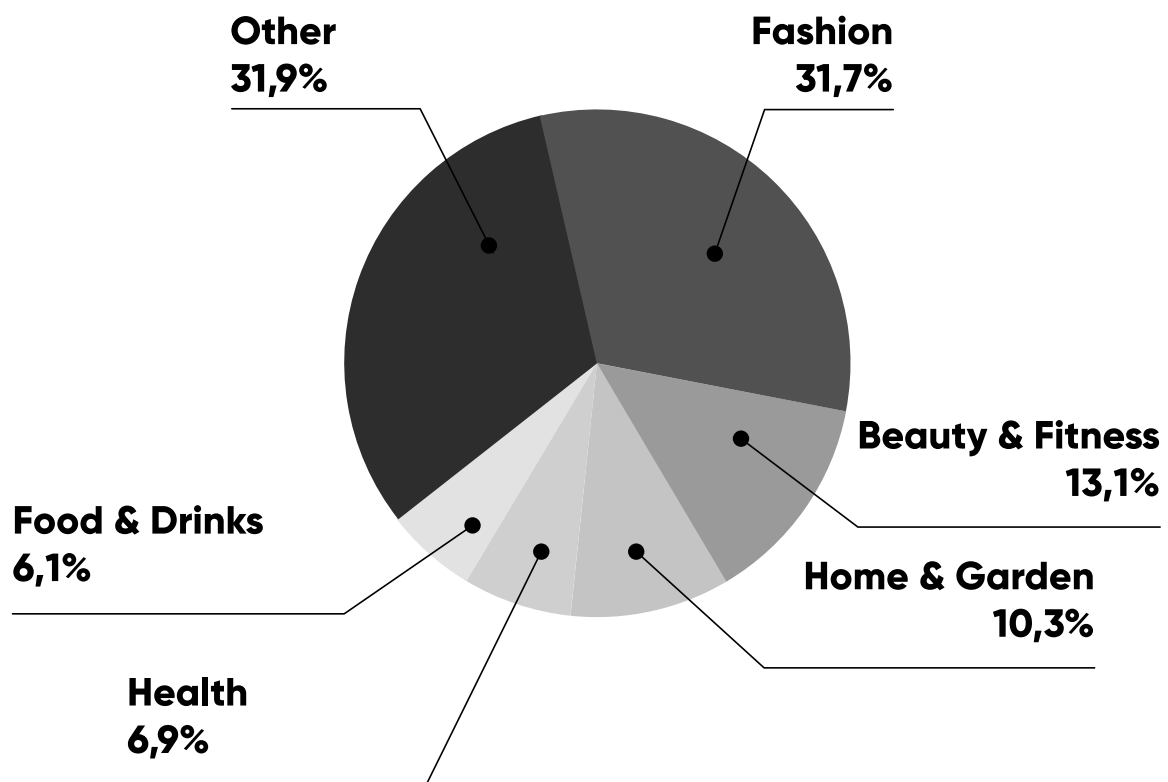

Fig. 3 Industries in Shopify Plus stores
Source: https://storeleads.app/reports/shopify/list-of-shopify-plus-stores

Shopify Plus is also gaining popularity because it allows you to operate your store without having developers on your team. There is no need to have SLAs to protect the store owner and provide assistance in resolving urgent technical issues, because as this is a SaaS solution, any problems that arise occur globally and Shopify acts immediately to fix them. solve. Many entrepreneurs using Shopify Plus define this comfort and certainty that the system is reliable as one of the most important and greatest advantages of the system.

	Adobe commerce (Magento 2 Commerce)	Shopify Plus
Monthly license cost	From $ 1,840 and up dependent on GMV	0.25% min $ 2,000
Hosting	Usually from $ 1000 upwards depending on the scale of implementation, scaling increases costs	Free under license, scalable to load no cost
The cost of building the store	50k $ - 500k $	20k $ - 100k $
Support and upgrade costs	Usually agreed with the implementation partner from $ 2k to $ 15k per month	Maintenance, SLA and update included in the license price
Reporting	Magento BI up to $ 100 to $ 2000 for a month	Included in the license price
Maintenance applications	One-time payment at the implementation and update stage	Monthly subscription for maintenance, an average of about $ 200 per month
Monthly maintenance costs	From around $ 5,000	From about $ 2,200

Tab. 1 Comparing Adobe Commerce and Shopify Plus costs

How much does Shopify Plus cost?

Billing for the use of Shopify Plus is carried out on a monthly basis and its value depends on the turnover generated in the store.

The price for Shopify Plus starts at $ 2,000. It is worth noting that the fee includes the main store and the possibility of creating nine additional / extension stores – in practice, they are very often used as supplementary language versions.

When a store's monthly turnover of $ 800,000 is exceeded, the Shopify Plus fee is 0.25% of the amount generated in the store.
In order to better illustrate the issues related to the payment for Shopify Plus, here is a prepared Excel file with a cost simulation.

It is also worth emphasizing that when signing the contract with Shopify Plus, a trial trial is generated, for which the first payment takes place after 30 days – it is therefore additional time for migration, implementation or changes.

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XLSX

The greatest advantages of the Shopify Plus platform

Shopify Plus is one of the world's eCommerc leaders. What makes this solution so popular? What makes such brands as Heinz, Rebecca Minkoff, Gymshark, Fashion Nova, Kylie Cosmetics, Allbirds, or the New York Times decide to implement this solution? The main benefits of Shopify Plus are discussed below.

Shopify Scripts

Shopify Scripts is nothing more than code snippets that allow you to create custom solutions that build additional dependencies at the stage of the cart, delivery or payment selection.

We present examples of using Shopify Scripts, based on a specific problem or store owner requirements.

04

1. Product ordering stage / shopping cart stage

Problem / Requiremen:

The store owner wants to sell out last year's collection. He wants to implement a discount system that will allow the customers of his store to have the discount in the cart increase when adding these specific products, depending on how many they want to buy. At the same time, he would like each product from the new collection, which will be additionally added to the basket, to receive a small discount – in this way he wants to encourage you to check new products and buy products that have just been introduced to the store.

Solution:

In such a situation, the first of the basic Shopify Scripts should be used, i.e. the one based on the product ordering stage (Line item scripts). On its basis, we can create a dependency system and a discount rule that will allow you to obtain a discount effect on the basis of a price change depending on the number of specific products in the basket

Thanks to Shopify Scripts, we can additionally set a function that, depending on what products are added to the cart, will generate a discount preferred by the store owner.

2. Delivery stage

Problem / Requiremen:

Due to the discount campaign, the store owner wants products from one collection to be sent to customers for free. At the same time, he wants to be sure that if there are other items in the basket, free shipping will be deactivated.

Solution:

Use the second type of Shopify Scripts, which is based on shipping scripts rules. Thanks to it, we can create a relationship at the stage of the product and its delivery cost. We can choose predefined product groups or individual items that will be subject to promotional delivery rates or will be shipped for free.

In this case, the script can be automated so that when products that are not in the 'privileged' groups appear in the basket, the information about free shipping is removed and a standard value appears in its place.

3. Payment stage

Problem / Requiremen:

The store owner has negotiated better commission terms with one of his payment providers. He wants this form to be at the first place on the list of all the offers that are available in the store at the checkout stage. At the same time, he would like to impose a specific form of payment for one group of products – he also sells exclusive products and would not like to offer cash on delivery in this case.

Solution:

With the use of payment scripts, we can create extensive dependencies. This script allows you to define the order in which payment methods appear at the last step of the purchase (in basic versions, ie Basic, Shopify, Shopify Advanced, this option is impossible to implement). Additionally, we can create rules between the selected group of products and the payment method defined for it.

Shopify Scripts is based on the Shopify Scripts API written in Ruby.

Shopify Flow

Shopify Flow allows you to automate the processes taking place in the store. The solution allows you to create dependencies between the actions taken by customers on the store's website, but above all, it significantly facilitates the work of people handling orders.

Shopify Flow is a set of owner-defined rules whose main goal is broadly understood improvement of information flow.

Examples of using Flow in Shopify Plus stores from the point of view of people managing panels and administration:

- sending a notification when a given product reaches 0 in stock or a limit limit defined by us, e.g. 5
- automatic creation of a list of the most popular products in a given period in terms of their search (especially useful in the context of analytics of shopping trends in the store)
- providing information to the courier company or logistics intermediary about the appearance of an order that they will handle
- creating a list of customers who return products with a value specified by the store owner
- automatic sending of discount codes / gift cards for customers who spent a defined amount while shopping in the store or who place an order again
- providing information about a negative opinion about the product along with the automatic creation of a dedicated contact ticket, which allows for quick reactions

The benefits of using Shopify Flow are, on the one hand, the saving of time that would have to be spent on performing non-automated activities, and on the other hand, they are a number of amenities that mean that, with the proper configuration of Flow dependencies, the store may operate unattended.

With the proper configuration of the Flow dependencies, the store may operate unattended.

Lounchpad

Lounchpad is an application that gives you the ability to create, schedule and coordinate promotional campaigns in the Shopify Plus store.

It is worth describing the Lounchpad based on an example that describes what activities we can plan thanks to it:

In connection with Black Friday, a weekly marketing and promotional campaign is planned. The store selects a group of products that will be subject to discounts. The whole action is to work in such a way that at the beginning the prices are lower, and as the days go by, the value of the products increases – this is to motivate customers to make a faster decision to buy. Additionally, the action is linked to Shopify Scripts, which will allow you to trigger specific actions at the ordering stage. We can also implement delivery scripts – thanks to them we will change the issues related to the logistics of orders during the promotional campaign.

Fig. 4 shows the view on the Lounchpad application panel, which is used to set the rules of a given promotion / marketing event.
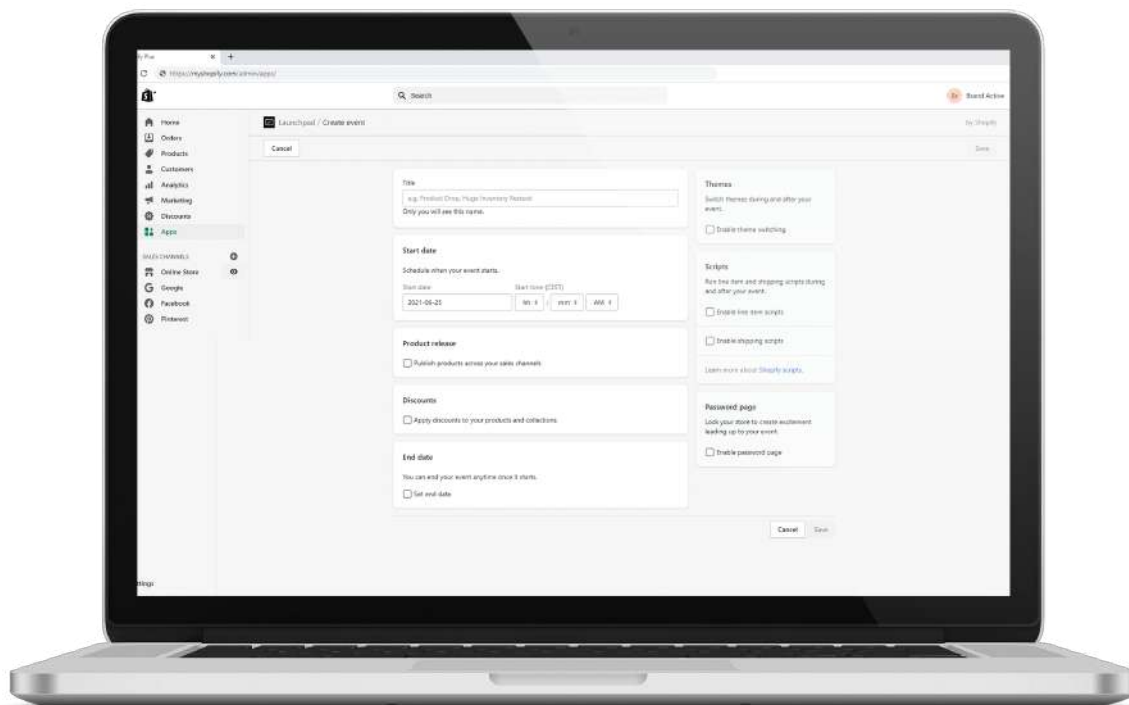
Fig. 4 Lounchpan in Shopify Plus Store
Source: Brand Active's own test store

Lounchpad also allows you to publish products on a specific day (it will be great for the 'Comming soon' campaign, where we trigger the customer's waiting for the product, which is then made public in the preferred sales channels at the time chosen by us).

The application also allows you to protect the store with a password and automatically launch it at the start of a given action, which is successfully used in such stores on Shopify Plus as https://www.kyliecosmetics.com/, https://jeffreestarcosmetics.com/ or https : //shop.justinbiebermusic.com/.

Below (Fig. 5) you can see a classic example of using the Lounchpad, where before adding a new collection of cosmetics to the store, an information page and a box for recording are visible, thanks to which the customer will be informed about the date of publication of new products.
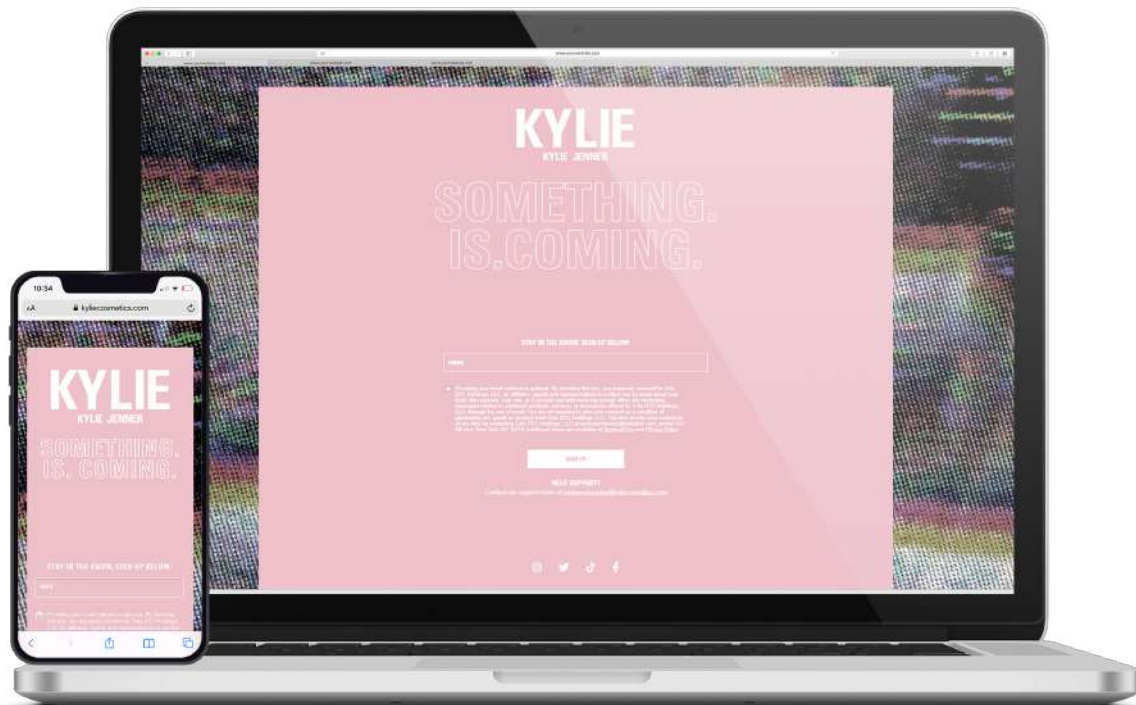

Fig. 5 Using Lounchpad in Shopify Plus – Kylie Cosmetics store (23/06/2021)
Source: https://www.kyliecosmetics.com/

Transporter

Transporter is an application dedicated to those entrepreneurs who change the sales engine of their store and start migrating to Shopify Plus.

Regardless of the environment from which the transition is to take place, the application is designed to facilitate the entire process.

Thanks to the use of Transporter, it is possible to migrate the customer base, products as well as the list of orders.

Shopify recommends that you migrate in a specific order – product priority, then customer base, and orders.

The tool is also put into use by the Transporter commond line tool, thanks to which it is possible to transfer records from another sales platform. Importantly, the application itself gives you access to edit the source code, which allows you to freely convert various files to the desired CSV file in this case.

Possibility of extended editing

Shopify Plus offers the option of extended checkout editing. Access to this section is not available in basic Shopify plans due to data security, which is extremely important to platform developers.

Access to the checkout.liquid edition allows you to implement the previously discussed functionalities within Shopify Scripts

Crossborder

Shopify Plus is a solution for customers who want to expand their store on several foreign markets.

Within one license, you can create 10 separate instances, which are repeatedly used as separate language versions of the main store - this approach to expansion into foreign markets is also justified in the context of extended analytics, which, through the use of separate environments, is undisturbed.

An alternative to deploying multiple language versions with local currency is to use Shopify Payment (a payment solution offered by Shopify), which enables multi-currency functionality on a single license.

It is also worth emphasizing that at the moment (as of June 2021) this solution is available for companies registered in Australia, Austria, Belgium, Canada, Denmark, Germany, Hong Kong, Ireland, Italy, Japan, the Netherlands, New Zealand, SIngapur, Spain, Switzerland, Great Britain, Puerto Rico.

Shopify Plus also supports the following languages: Chinese (simplified and traditional), Danish, Czech, Dutch, English, Finnish, French, German, Italian, Japanese, Korean, Norwegian, Polish, Portuguese, Spanish, Swedish, Thai, Turkish, Vietnamese.

For the rest of the languages that are deployed to your store, Shopify allows you to manually edit and add translated phrases. Naturally, an alternative is also the implementation of one of the dozens of available applications (in free and paid plans), which will allow the store to be automatically translated. The functionality works in two ways: automatically by geolocation of the user visiting the store and by manually changing the preferred language on the store's home page.

Data security

Shopify pays special attention to security. All information Shopify collects is stored on servers in data centers certified to Tier III, ISO 27001, PCI DSS.

Shopify complies with the SOC 2 security standard and has an NDA SOC 2 Type 2 report as well as a publicly available SOC 3 report.

Information sent to Shopify is encrypted using standard cryptographic protocols such as SSH, IPSec, HTTPS-TLSv1.2.

In the eCommerce industries, many companies only use HTTPS for checkout, Shopify uses it by default for storefront and admin pages as well.

All credit card information and other confidential information in operational data warehouses are encrypted at rest. In contrast, user passwords are saved and encrypted using the bcrypt hashing algorithm.

The following events are stored on Shopify's servers:

- Requests processed by Shopify
- Server activity
- Application activity
- Store logging activity
- Authentication attempts

These logs are kept for approximately one month and then transferred to external backup locations where they remain available for at least 12 months.

It is worth noting that Shopify Plus tests every day as part of data recovery from backups in the event of a possible failure.

Shopify Plus store owners can also customize additional store security features, including:

- enable multi-factor authentication
- indicate what personal data is intercepted from customers
- implement access levels for your employees

Shopify Plus also has an SSL Extended Validation certificate, which maintains the highest standard of identity authentication.

Access to the administration panel

Shopify Plus allows you to create accounts in the admin panel without any restrictions (basic plans have limitations in this regard – in Basic you can indicate access rights to two users, in Shopify – five, and in Shopify Advanced – fifteen)
.
The main administrator (store owner) can give each of the co-workers specific rights – Fig. 6 presents a list of store functionalities to which access can be indicated.
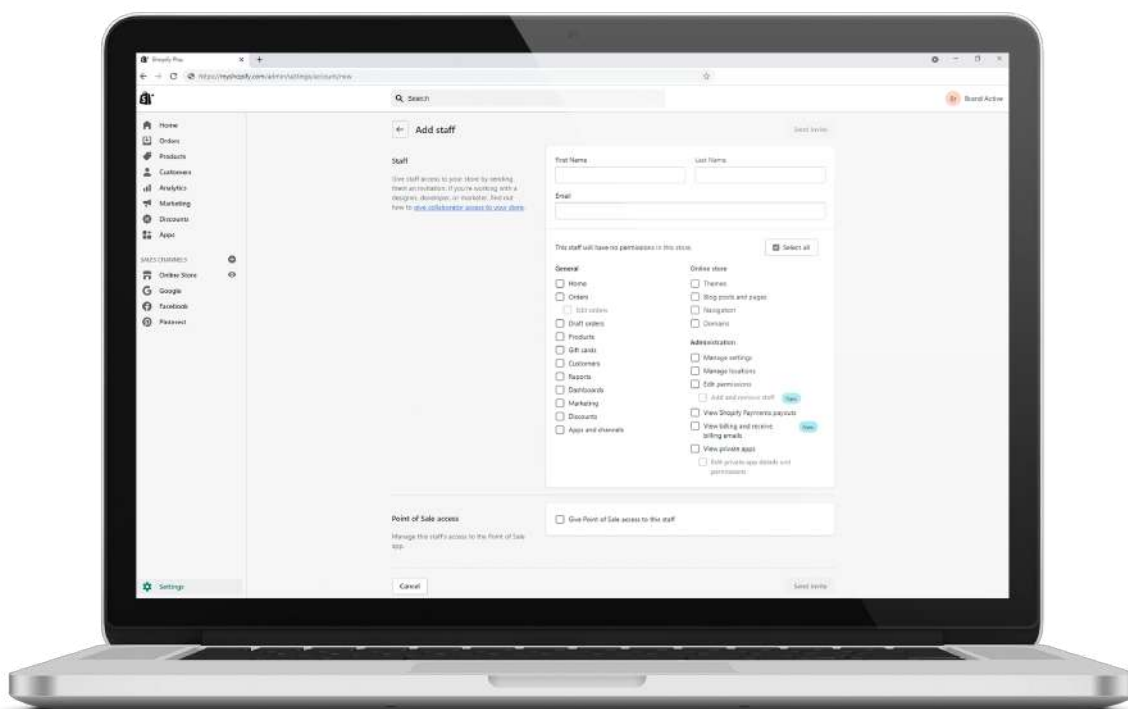

Fig. 6 Shopify Plus admin panel
Source: Brand Active own test store

Downsides and common concerns about Shopify Plus

Shopify Plus is a SaaS solution, which naturally comes with certain limitations.

When it comes to limitations that may constitute an unacceptable barrier, the most common ones are listed below:

- Unable to implement a subscription model without having access to Shopify Payments. Polish entrepreneurs and all those who do not have this type of payment will not be able to base their sales on the subscription model. Recurring payments are only possible with a payment solution created by Shopify. It's worth mentioning that on 6/29/21 on Shopify Unite it was announced that Shopify is working on improving this model and making it more popular.

- Although Shopify Plus does not impose any restrictions on the frontend layer, it should be taken into account that any backend changes must be compatible with the Shopify API. In practice, this means that not all dedicated solutions can be implemented in this area.

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- Shopify Plus has limits when it comes to the number of variants. In the administration panel, we have the option of implementing 100 variants per product. This can be definitely problematic if we consider a situation where a given product can have hundreds of different options.

- Shopify Plus has a predefined link structure in which only the last members (i.e. heandel) are edited. This means that we cannot remove the 'collection' and 'products' members from this example link www.myshopifystore/collections/test/products/test

- The downside may also be the inability to create a multi-level menu. Shopify Plus in this regard allows you to create three levels. In practice, this means that we can achieve the maximum effect in the store:

Main category (first level):

    Subcategory (second tier):

        Subcategory (third level)

Shopify Plus – who is it dedicated to?

Shopify Plus is definitely a solution for those customers who are looking for a stable, scalable sales engine.

The target audience of this platform are also those entrepreneurs who need a platform that will give them the possibility of full integration with external systems:

- accounting, logistics and payment
- loyalty
- personalized frondend (Vue Store Front)
- recommendation and search engines
- ERP
- WMS
- IMS
- CMS
- PIM
- marketing automation
- marketplace

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It also proves that it is a solution for customers who look at e-business widely and want the platform they use to give them relative freedom in making changes, but at the same time support development and keep up with the pace of changes in the industry.

Shopify Plus is a solution for e-store owners who either already sell internationally, or it is the next stage in their dynamic development and are looking for a platform that will help them create a thriving multi-store.

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Honestly, I'm completely fascinated by how Shopify (including Shopify Plus) is growing. I remember my first meeting with this platform - around 2011. You could say: ages ago. At Divante, we focused more or less then on the development of our competences in Magento, we were focused on dedicated eCommerce implementations. Back then, Shopify was perceived on the market as a solution for setting up simple stores, very quickly and at a reasonable price (as part of a monthly subscription).

It was like that 10 years ago. Currently, Shopify is becoming (or has already become?) the market standard when it comes to eCommerce, competing globally in terms of sales scale and offer only with Amazon. At the same time, the Shopify Plus platform with many additional functions is a great solution for really large and complicated stores.

Shopify has definitely reached a critical mass that other platforms might envy it.

Many large brands decide to launch the eCommerce channel based on this platform, guided by the very short time it takes to launch the store, countless functionalities available in the Shopify App Store (integrations, marketing functions, integrations with payments, etc.).

When deciding to develop a technology platform for business, you have to ask yourself a very important question: which architectural elements we want to buy and which we want to build. To build it, it also incurs the cost of hosting, maintenance, updates and changes. These costs very often exceed the initial construction costs. Nowadays, hardly anyone decides to use a dedicated solution – among others for this reason. It is worth basing your business on a stable platform that works, has a very solid API and on which you can build only those functions that bring the highest value to our business – e.g. they increase sales conversion or automate order handling processes.

Shopify is a perfect platform for developers, offering an extremely rich API (thanks to which the App Store has developed so much, so many applications can be added to Shopify). The last Shopify Unite conference was virtually 100% dedicated to developers. A sensation. Previously, new functions were shown there, business advice was offered. This time, the focus was on a number of – even strategic announcements – such as the presentation of Storefront 2.0 architecture, Shopify Scripts, Hydrogen frontend and others.
Shopify is a development platform that allows you to build an eCommerce solution regardless of scale in the API First and Headless architecture, while ensuring a very short implementation time. An unbeatable offer.

Piotr Karwatka – Member of the Supervisory Board of Divante

Programming languages used in Shopify Plus

Shopify and Shopify Plus relies on several programming languages. Initially, the platform was based on Ruby on Rails. The foundation is Liquid Shopify, a combination of HTML and CSS that is used in the template files that make up the store themes, and is open source. Shopify also provides libraries based on Ruby, Node and PHP.

Shopify also allows you to create your own interfaces based on Shopify Polaris, which includes a component library based on React and Redux.

In terms of modifications based on the Shopify Plus backend, Node.JS is successfully used.

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Shopify Plus, despite being a SaaS solution, still
verifies the needs of its users and increases the scope of its
functionalities from quarter to quarter. It also adapts on an ongoing basis
to all legal changes worldwide so that the processes of calculating taxes
and duties are a native functionality of the system.

One of the components that is constantly expanding Shopify Plus is the
ability to connect to the store in the headles model. Shopify is gradually
increasing the possibilities offered by the Shopify API, giving more and
more possibilities of functional integration with the frontend layer built in
a headless approach. There are ready-made programming solutions on
the market that integrate Shopify available to developers in React or VUE
technologies, e.g. add-ons for GATSBY or VUE STOREFRONT. Thanks to
such possibilities, when creating a new store in the headless model, the
creators use ready-made packages of solutions, focusing on building the
fronted store, while having a fully functional online store backend system
based on Shopify PLUS.

Also, more and more app developers available on the AppStore Shopify
are adjusting their apps so that they are also available via the API for
shop builders in the headles model. This is especially important due to
the migration from the current stores based on liquid Shopify to
headless. When migrating the frontend of the store, we want to keep the
applications used so far with their full functionalities.

Piotr Znamirowski – Ecommerce Manager & Business Analyst at Brand Active

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Shopify Plus website speed

Shopify Plus pays great attention to the speed of stores that are created under its banner.

Within a minute, it sends 10,978 requests, and the loading speed can be optimized by using Shopify Storefront Renderer (SFR). This application is based on Ruby. SFR is to change the way of handling data read requests, which ultimately leads to a 2.5-5 times increase in server performance. The use of SFR is standard for Shopify Plus stores.

An additional advantage is automatic conversion of WebP images and minification of SCSS.liquid.
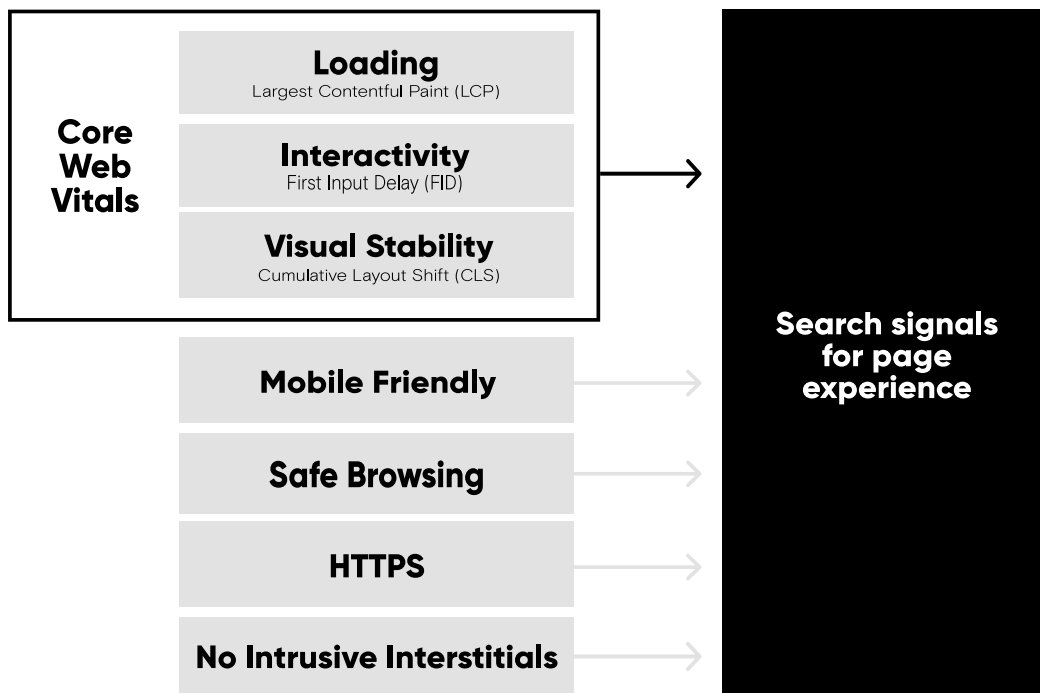
It is also important that Shopify Plus uses its own cloud hosting, which additionally affects the work without downtime in the context of real-time data transfer.

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Shopify passed the real test of the speed of data processing and orders during last year's Brack Friday and Cyber Monday (2020), where several records were broken, but importantly in the context of the discussed speed – the servers handed orders totaling 5.1 trillion dollars, with an average value of basket at $ 89.2. Details about Shopify and Shopify Plus performance over this time can be found here.

Shopify Plus also uses a dual content delivery network (CDN).

Core Web Vitals

| Loading |
| Largest Contentful Paint (LCP) |
| **Interactivity** |
| First Input Delay (FID) |
| **Visual Stability** |
| Cumulative Layout Shift (CLS) |

Mobile Friendly

Safe Browsing

HTTPS

No Intrusive Interstitials

Search signals for page experience

Source: https://developers.google.com/search/blog/2020/05/evaluating-page-experience

"

Page speed is a Google ranking factor (and soon – more on that below – it will become even more important). Its result therefore affects the positioning effects. Page speed is also very important in terms of user experience. Customers dissatisfied with the speed of the site lose confidence in the site and are less likely to visit it again.

For a long time, we have noticed more and more emphasis on the speed of operation of websites on the part of Google. By the end of August 2021. a major update related to the speed and UX of websites will be implemented: "Page Experience Signals" (started on June 15, 2021). One of the elements of the update are Core Web Vitals, which are designed to measure the implementation time of specific processes on the website:

· **LCP (Largest Contentful Paint)** – measures the time it takes for generating the largest element visible on the page

· **FID (First Input Delay)** – time during which the page will be able to respond to the user's first action.

· **CSL (Cumulative Layout Shift)** – time during which the page will be able to respond to the user's first action.

The next group is a set of factors that have already been taken into account during website analysis and SEO optimization. These are technical issues, such as mobile friendly or the use of the https: // protocol, which so far have only been a supplement. According to Google's announcement, their significance will increase at the end of August 2021.

Beata Wysocka – SEO Specialist at Brand Active

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The most common migrations from other e-commerce systems to Shopify Plus

Shops from three groups are migrated to Shopify Plus: dedicated systems, Open Source systems and other competitive SaaS engines.

The list of the five environments from which migrations to Shopify Plus are most often made is as follows:

- Magento
- WooCommerce
- Systemy dedykowane
- BigCommerce
- PrestaShop

The Transporter application discussed above is eagerly used in the context of migration.

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The reasons for changing the platform are different each time, but it is worth highlighting the most common reasons:

- the possibility of business scaling and expansion into foreign markets
- possibility of connection with POS systems that allow for the development of the omnichanell approach
- the need for a stable and failure-free system
- the need for an environment that is susceptible to changes and follows the emerging trends in the eCommerce industry
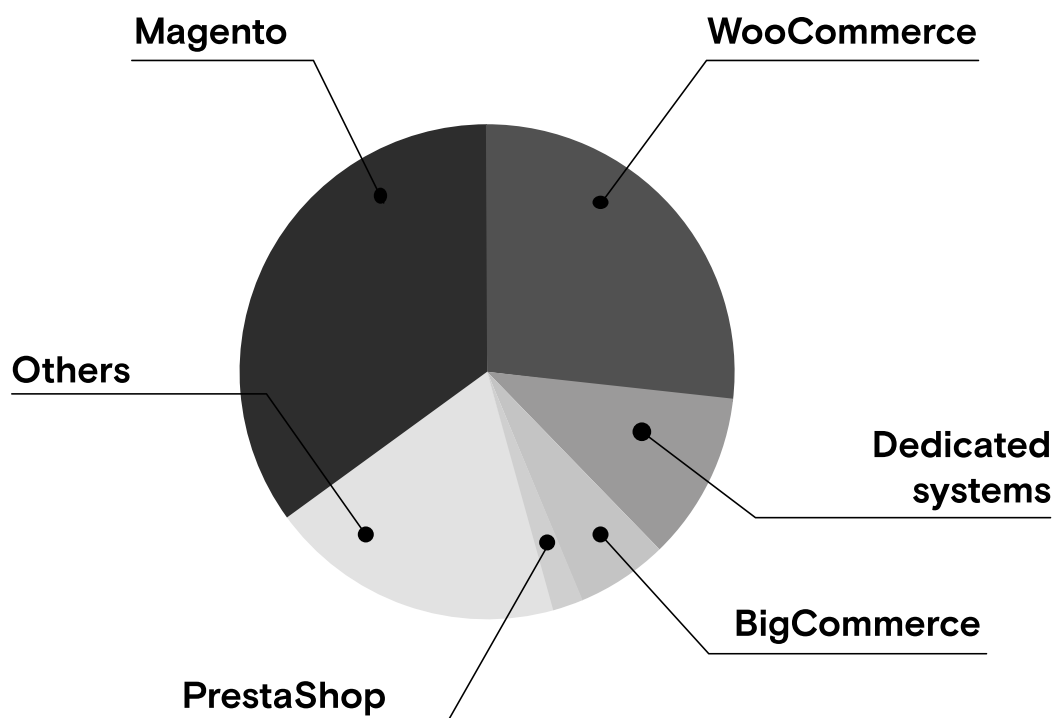

Fig. 7 Migration from individual systems to Shopify Plus.
Source: https://storeleads.app/reports/shopify/list-of-shopify-plus-stores

Shopify Plus popularity by country

Shopify Plus is the most popular solution in the United States – over 56% of all stores are established in this market.

The second place with a result of 9.87% is occupied by entrepreneurs from the United Kingdom, the third is Canadians (6%), the fourth is Australians (5.5%), and Germany (2.8%) completes the list of five dominant countries in this respect.

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Fig. 8 illustrates the popularity of Shopify Plus in each country. The map, apart from the five leading countries mentioned above, presents the remaining countries in which the SP is particularly eagerly implemented.
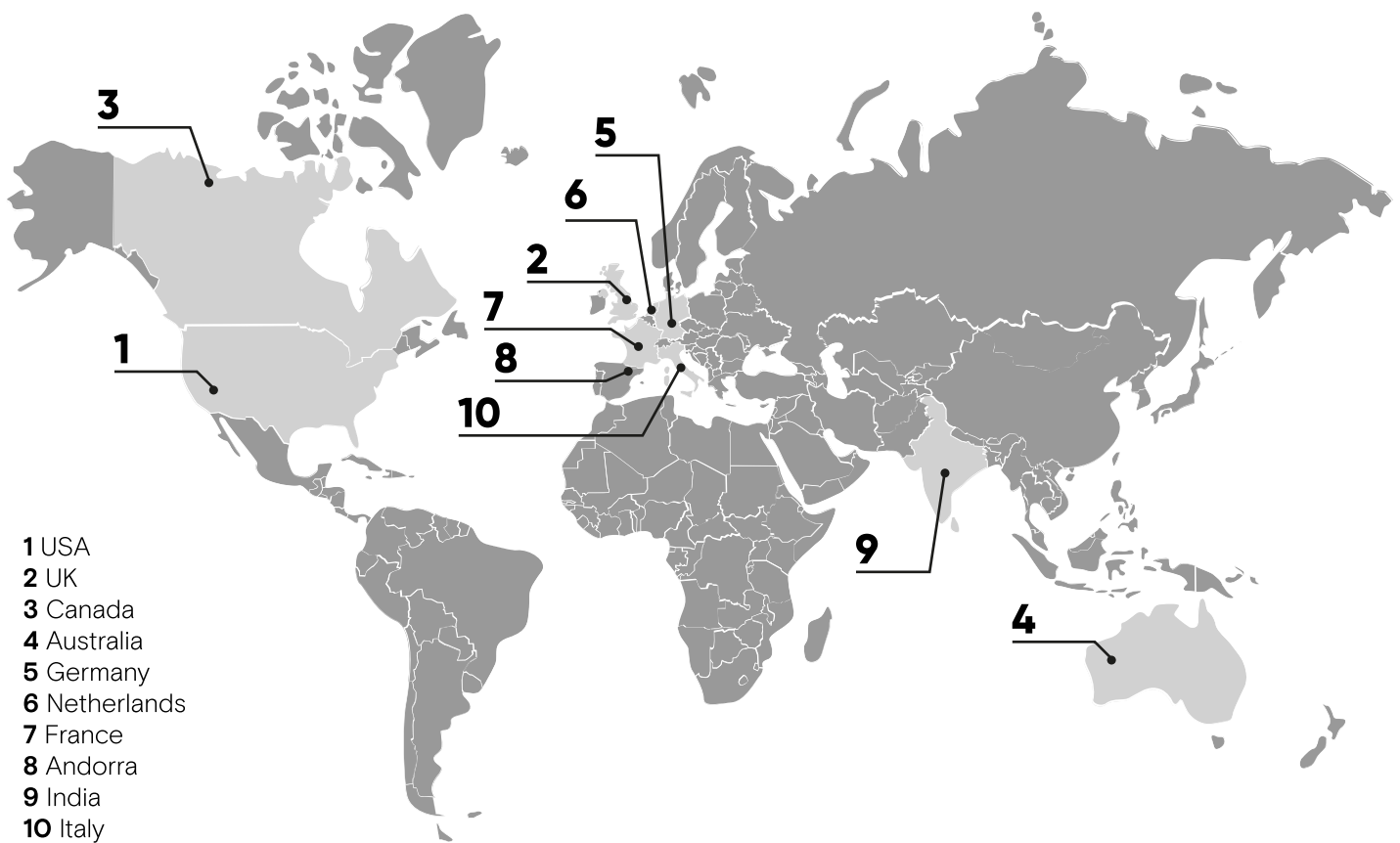

1 USA
2 UK
3 Canada
4 Australia
5 Germany
6 Netherlands
7 France
8 Andorra
9 India
10 Italy

Fig. 8 Shopify's popularity map by country around the world.

The data was collected on the basis of the report available on Store Leads. **(link to the report)**

Get inspired – Shopify Plus store examples

Below is a list of Shopify Plus stores that deserve attention for being among the highest performing in certain categories.

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Enfamil
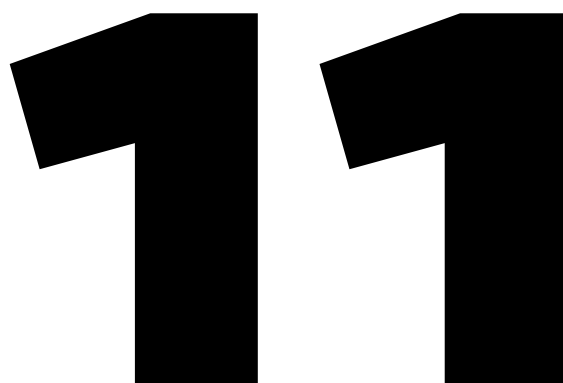
Enfamil (https://www.enfamil.com/) with 92 points out of 100 in the mobile version and 100 out of 100 in the desktop version based on Google PageSpeed Insights tests based on Lighthouse performance scoring is one of the leading Shopify Plus stores with the best the result of page speed.
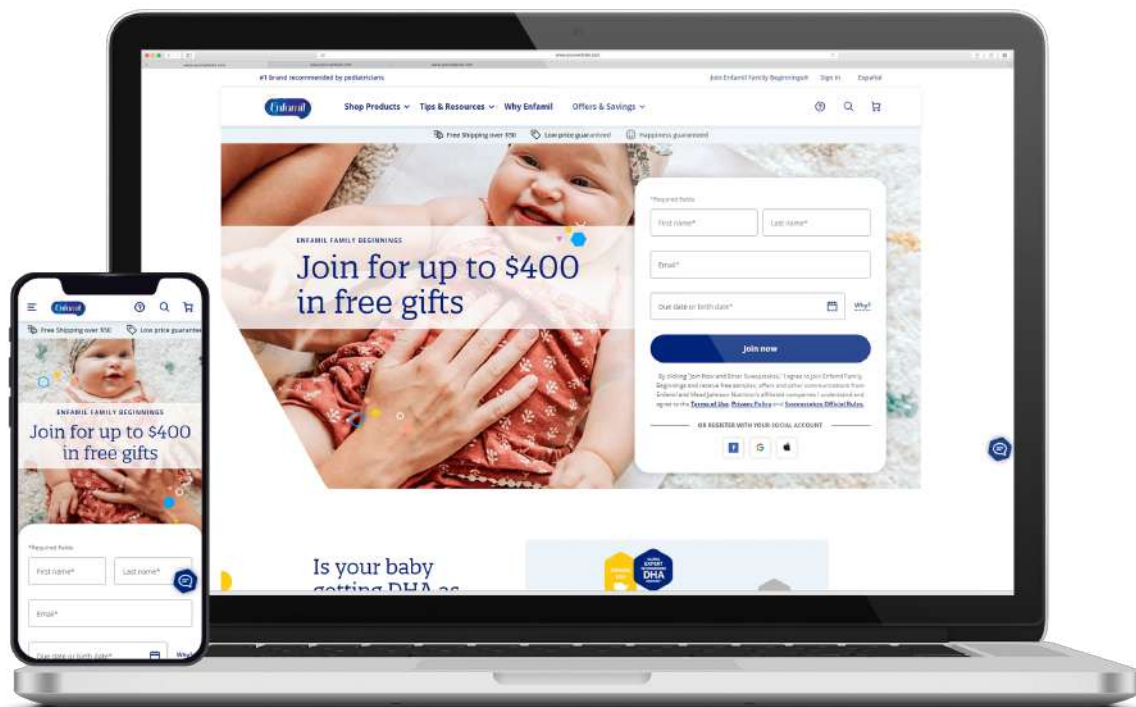

Fig. 9 View of the store https://www.enfamil.com/ (23/06/2021)
Source: https://www.enfamil.com/

Makeup Geek

Makeup Geek (https://www.makeupgeek.com/) with 801,591 followers on Facebook (link to profile) and 2,342,839 followers on Instagram (link to profile) and Gymshark (https://row.gymshark.com) /) with a total of 1,949,319 followers on Facebook (link to profile) and 3,087,942 followers on Instagram (link to profile) are Shopify Plus stores with recognizable, developed and popular social media channels. The above data is consistent with the state of June 21, 2021.
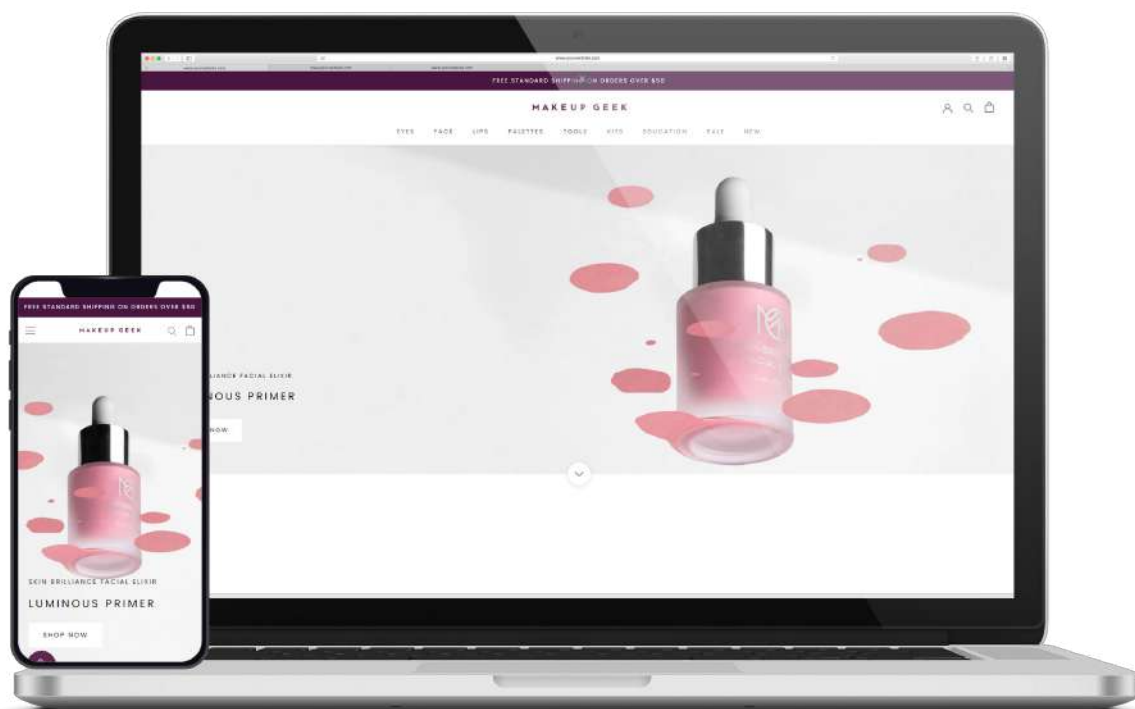

Fig. 10 Store view https://www.makeupgeek.com/ (23/06/2021)
Source: https://www.makeupgeek.com/

Aloyoga

Aloyoga (https://www.aloyoga.com/) is a Shopify Plus store with monthly revenues estimated at over $ 1,000,000 with concurrent monthly traffic to the site of nearly 950,000 unique users.
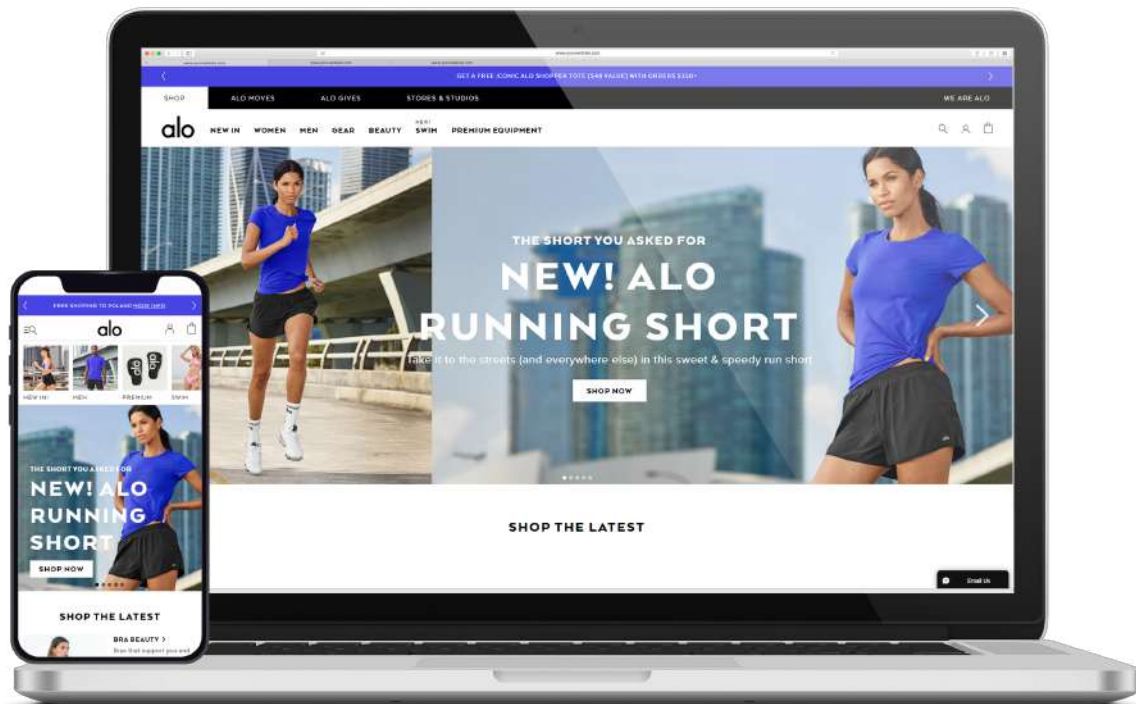

Fig. 11 Store view https://www.aloyoga.com/ (23/06/2021)
Source: https://www.aloyoga.com/

Summary

Shopify Plus is definitely a solution for all those entrepreneurs who want to create and develop an online store that will be based on a stable environment. Thanks to extensive functionalities, Shopify Plus allows you to implement dedicated solutions and develop external microservices.

The dynamic development of the platform over recent years guarantees that Shopify Plus pays great attention not only to following trends in the industry, but also to creating them – this is one of the advantages of Shopify, which makes this platform the most popular SaaS sales engine in the world.

Authors

Zofia Komada
Shopify Expert & Ecommerce Manager

Associated with the e-commerce industry for several years, she advises foreign and Polish clients in the selection of an online store system. He conducts consultations within Shopify Plus and Shopify, presenting the possible platforms, their strengths, competitive advantages, but also limitations. She coordinated implementation and marketing activities, including in the projects Decathon, La Perla Clinic, Lestello, Manufaktura in Bolesławiec, or Viola Hair Extensions.

Piotr Karwatka
Member of the Supervisory Board of Divante

Piotr Karwatka founded Divante in 2008 and held the position of CTO for the next 13 years, building organizations from 1 employee to over 280 people. He is always passionate about technology and currently, as part of Catch The Tornado, he helps teams build technological products - such as Meetsales, Azimuth PRO or Vue Storefront. Piotr is also the host of Catch The Tornado Podcast, where you can listen to interesting interviews with people from the world of eCommerce, Open Source and Enterprise Software every week.

Beata Wysocka
SEO Specialist

In the internet marketing industry since 2015. Currently, the team-leader of the SEO department at Brand Active. For over 2 years, she has been focused exclusively on SEO for the e-commerce industry. On a daily basis, he supervises the department's SEO projects and runs his own. Manages and implements SEO strategies, prepares and implements analyzes and recommendations related to website optimization and monitors the effects of conducted activities.

Piotr Znamiorowski
Ecommerce Manager & Business Analyst

For many years, he has been consulting and supervising implementations and integrations in the area of e-commerce. Always looking for a way to optimize and automate IT processes.
Through close contact with developers, clients and their projects, it optimizes and develops their e-commerce systems. Currently, he is responsible for pre-implementation analyzes, building the architecture of future e-commerce systems.

BRAND ACTIVE

Shopify & eCommerce Agency

As a Shopify & eCommerce agency, we create and implement stores on the Shopify Plus and Shopify platform tailored to the latest trends and individual needs. We provide integration with PIM, ERP, CRM or POS systems. We create dedicated applications and develop e-stores by auditing them and preparing multi-level implementation architectures.

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