

Is your digital commerce platform hindering growth?

If it's on-premise, it is.

**TWO APPROACHES.
TWO COSTS OF OWNERSHIP...**

1. TRADITIONAL PLATFORMS
(on-premise or licensed):

TCO = 7.6%
of online revenues

2. CLOUD-BASED SOLUTIONS:

TCO = 3.5%
of online revenues

The TCO of traditional platforms is HIGH – AND HARD TO PREDICT:

88% of retailers want to align TCO with online revenue

100% of Demandware clients' costs are aligned with revenue

43% routinely underestimate what it costs to own an eCommerce platform

100% of Demandware clients know – and can predict – their costs

Why? TCO models fail to include critical factors:



Only 21%

include the costs to scale their business



Only 28%

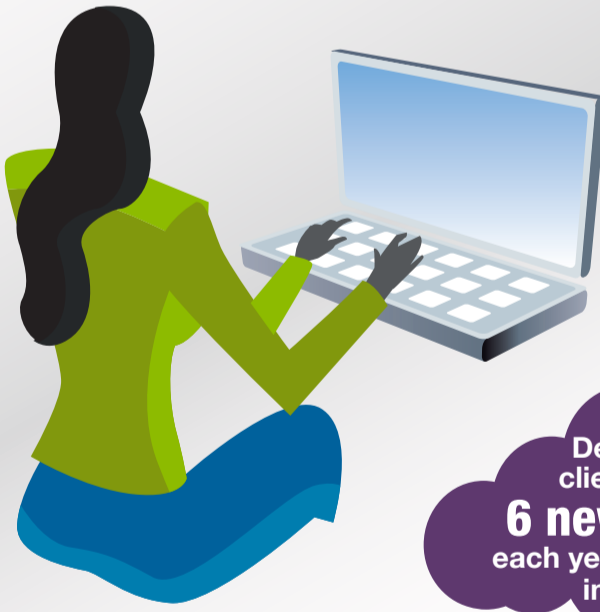
include the cost of platform upgrades

AND COMPLEXITY ONLY INCREASES TCO:

78%

of retailers must purchase additional licenses to enter new markets

Demandware clients average **3.8 sites** – with no additional licensing costs



74%

say upgrades take a month or longer

Demandware clients average **6 new releases** each year – with minimal interruption

This explains why **72% OF RETAILERS HAVE MAJOR CONCERNS** about their platforms' ability to support growth

What can the Demandware Commerce platform do for you?

For starters, you'll have a predictable TCO that is less than half of on-premise solutions.

On top of that, you'll get:

- The agility needed to quickly respond to changing market conditions
- A secure, scalable, reliable technology backbone that helps you expand into new markets and geographies with ease

To learn more about the benefits of cloud-based eCommerce technology, email us at info@demandware.com.

Demandware comparable customers see **OVER 30%** revenue growth – more than twice the industry average*



* Based on Comscore data indicating 15% year-over-year industry-average growth in 2012. (http://www.comscore.com/Insights/Press_Releases/2012/11/comScore_Reports_Q3_2012_U.S._Retail_E-Commerce_Spending)

Data provided in this infographic was compiled from the results of a November 2012 Forrester Consulting survey of manager-level personnel in eCommerce, IT, and marketing departments across 156 North American and European retail, branded manufacturer, and consumer products companies with online revenues exceeding \$50 million.

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