BigCommerce eCommerce

G-Cloud

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BigCommerce overview

BigCommerce offers powerful ecommerce tools that turn shoppers into customers.

28% Annual Growth
According to research by Ipsos, Big Commerce merchants grow 28% year over year, nearly 2X the industry average.

99.99% Average Uptime
Your store is always open for business thanks to one of the best uptimes in the industry, including 100% availability during Cyber Week.

¼ The Cost
BigCommerce is a quarter of the cost of on-premise solutions like Magento, with no hosting, maintenance, or update expenses.

BigCommerce Plans

BigCommerce's software as a service (SaaS) plans includes hosting, maintenance and 24/7 support within a fixed monthly fee and no transaction fee.

Our proposal is based on the Pro plan.
We've illustrated typical costing for the service

	Standard	Plus	Pro
Price (USD) / month[1]	$29.95	$79.95	$249.95
Sales up to / year	£50,000	£150,000	£400,000
Standard Features			
Hosting, maintenance & 24/7 support	✓	✓	✓
Transaction fees	0%	0%	0%
Products, file storage and bandwidth	Unlimited	Unlimited	Unlimited
Staff accounts	Unlimited	Unlimited	Unlimited
Key Plan Features			
Customer groups & segmentation		✓	✓
Abandoned cart saver		✓	✓
Persistent Cart		✓	✓
Stored credit cards		✓	✓
Faceted search (product filtering)			✓
Custom SSL			✓
Custom facets/product filtering			
Unlimited API calls			

[1] Subject to change without prior notice.
Full plan details can be seen at https://www.bigcommerce.co.uk/essentials/pricing/

Features

Our multi-award winning service draws upon our experts in strategy, creative design, customer experience, and digital marketing, to create a beautiful and engaging shopping experience built to industry best practice and leveraging the full potential of BigCommerce's powerful platform.

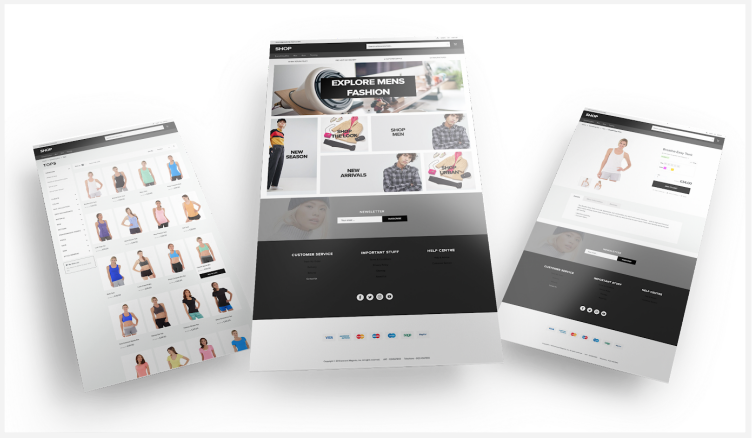
Accelerator Theme

Our in-house theme system is the result of over 400 hours of work leveraging insights from the world's leading user experience research organisations including the Baymard Institute, Nielsen Norman and E-Consultancy[2].

Mobile commerce
The accelerator theme allows us to quickly construct and customise your store layout to fit devices of all shapes and sizes across 5 responsive breakpoints. Your customers can browse and buy from your store using any mobile phone or tablet.

Style tile
We'll iterate your existing brand by creating a digital style tile covering all the components of the website such as typography and call to action buttons. This design toolkit is the cornerstone of a coherent online brand experience.

Customised pages
We'll customise the layout of the home page, product list page and product details page, along with the main navigation menu. The standard checkout and basket are highly optimised out of the box and perform very well across multiple devices.



[2] https://baymard.com, https://www.nngroup.com, https://econsultancy.com

Promotions & Conversion Tools

Abandoned cart saver
More than 70% of ecommerce shopping carts are abandoned by shoppers before they check out, costing online retailers millions in revenue each year. The abandoned cart saver automatically recovers 15% of lost sales on average by sending a well-timed and relevant email. Calculate your abandoned revenue here.[3]

Promotions & discounts
Win new customers and reward repeat buyers using flexible discounting tools. From a single location in the control panel, you can set up flash sales, percentage discounts, £value-off discounts, product bundling, shipping discounts, or promotions like buy one, get one free. There is also the option for trackable coupons, discount codes, or both.

Product Reviews
Featuring product reviews increase sales by 18% on average. They're built right into BigCommerce at no extra cost, and you can automatically email buyers a few days after purchase to ask for a review.

Marketing

Search engine optimisation
We follow a comprehensive go live checklist to ensure SEO best practice is at the core of new store creation. Our sites are built for better search engine rankings using our search-friendly theme, sitewide HTTPS, optimised URLs, automatic sitemaps, microdata and more. There is also full control to customise URLs, titles, header tags, and metadata.

Google shopping
An integration with Google Shopping lets you seamlessly advertise to shoppers search for products on Google. Save time and improve accuracy by automatically listing all your products and product options on Google Shopping, There's no need to manually manage feeds, update inventory or add new products.

Email marketing
Sync your store data to leading email marketing platforms, then you can easily promote products based on buying history, target long-time customers with rewards, and win back previous shoppers with special offers.

We'll integrate one of the following and create a template to match your stores design:

Bronto dotmailer MailChimp Campaign Monitor

[3] http://tools.bigcommerce.com/abandoned-cart-calculator

Site & Content Management

Full-featured CMS
BigCommerce features a comprehensive CMS to effortlessly manage products and categories, add and edit pages, or launch a blog with no additional software or development needed.

Manage your products
Easily add, revise and categorise your product even for stores with complex catalogues, or only a few items.

Process orders and inventory
Centralised inventory and order management lets you manage sales from end to end across every channel.

Checkout & Payment

Payment gateway
Each payment provider offers different services and features such as tokenisation to be able to recall credit card information without storing it directly, or being able to pay in an instant by Touch ID or Face ID. We'll integrate one of the following services:

Store Credit Cards
Streamline your checkout process by offering an even easier way to pay by storing your customer's credit card and billing details. Your BigCommerce store is not storing credit card information directly, the payment gateway stores the information and passes a tokenised version so you don't have to worry about PCI compliance.

- *Requires Plus. Pro or Enterprise plan, and Paypal, Braintree or Stripe payment gateway.*

Business Intelligence

Google analytics
We'll integrate Google analytics with ecommerce tracking allowing you to gain valuable insight into checkout goals in addition to how the customers arrived at your site, and their behaviour whilst they are on it.

Admin dashboard reports
The built-in analytics and insights reports give you deeper customer data so you can target, segment, and drive sales.

Drill into detailed reports from your dashboard, anytime. Ecommerce analytics reports are focussed on your store's performance - and included in your monthly subscription.

Get at-a-glance store performance right on your dashboard. Your analytics snapshot includes orders, sales channels, conversion rates, average order value and more

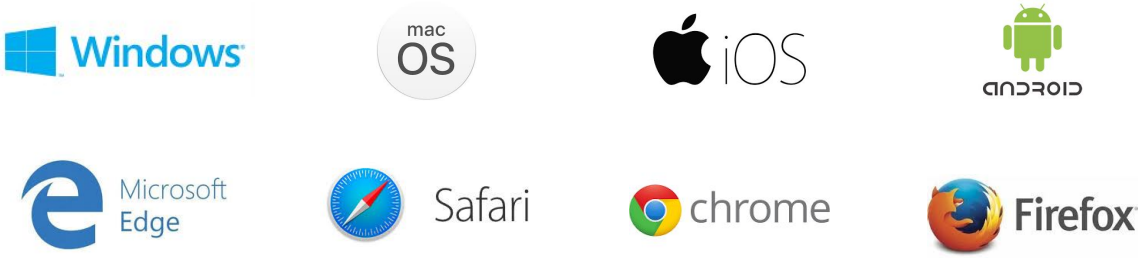
Security, Performance & Compliance

DDOS Protection
BigCommerce is hosted on Googles Cloud Platform and is fully protected from the threat of Distributed denial of services (DDoS) attacks. A single Google Data Centre has bisection bandwidth of 1,300 Terabytes per second - yielding a built-in capacity multiple times any traffic load anticipated.

SSL Cert
All traffic to your site is over HTTPs and comes with a free dedicated SSL that helps improve consumer confidence, search rankings and conversion by keeping shoppers on your custom domain during checkout.

Leve 1 PC Compliance
BigCommerce services are PCI DSS 3.2 certified at Level 1, which protects against credit card data breaches.

Browser standards
We build and test using native devices running the latest version of the following most popular operating systems and browsers.



Hosting, Maintenance & 24/7 Support

Industry-leading 99.99% Uptime
BigCommerce stores have an average uptime of more than 99.99%, which is markedly higher than the ecommerce industry average. Every BigCommerce as seen at least 99.995% availability during Cyber Week for the last 5 years running.

Maintenance
Software as a Service frees you from the burden of managing the technical infrastructure. Your BigCommerce store will always be up to date, secure, and performing at it's very best. You will automatically receive over the air updates and new features as they are released.

Get Suppport
The BigCommerce support team can be reached 24 hours a day, and resolve 90% of support calls on a single call. The merchant portal is full of online resources that will guide you step by step through how to get the most out of your powerful platform.

Delivery

We are typically able to start work within 4 weeks, and we'll need about 14 weeks to launch / handover depending on the feedback you give at each stage.

Stage	Timeline
Planning & Design	Weeks 1 - 3
Build	Week 4 - 12
Training & Population	Week 12 -14
Launch / Handover	Week 14

Project Manager
This day to day contact provides you with clear and concise communication throughout the process and coordinates all the activity.

Technical Lead
You'll have direct contact with the technical lead who is responsible for translating your business requirements into a functional specification.

Quality Assurance Manager
The QA Manager will be responsible for ensuring that the work passed over for User Acceptance meets the criteria that have been specified on each particular User Story.

SEO Consultant
The SEO Consultant is responsible for ensuring the organic visibility of your website is maintained by implementing an appropriate redirection strategy.

Regular demos
We give regular demonstrations throughout the build so we can make sure that you are happy with what's being built.

Training[4]
We want you to get the most out of your new store, so we include merchant training. We also hold a number of ecommerce and marketing events throughout the year.

Atlassian suite[5]
We use the industry leading software management tool to provide you with transparent, real-time information about everything that's happening on your project, and direct contact with all of the team.

[4] https://www.eventbrite.co.uk/o/cti-digital-11887478915
[5] https://www.atlassian.com/teams/software

Project Stages

Our delivery process is designed to give you clear visibility and full control over everything going on, as well as minimising the impact on your regular workload.

Discovery and Definition
During the first stage of the project we will hold 3 x 1 day workshops at our Manchester Studio.

- Workshop 1 - Project kick-off.
- Workshop 2 - Functional, configuration, integration, and migration.
- Workshop 3 - Customer journey, design & branding.

The planning & design process produces an agreed list of User Stories, describing how the website functions from your customers or administrators perspective, along with designs for branding guidelines and key pages illustrating how your new store will look and feel.

Design
Our design team will share the assets using the industry leading collaborative design tool Invision[6] allowing you to review, feedback and make changes in real-time.

The design process begins with the creation of a **Style Tile** which will contain a collection of user interface components such as Typefaces, Colour Palettes and Iconography.

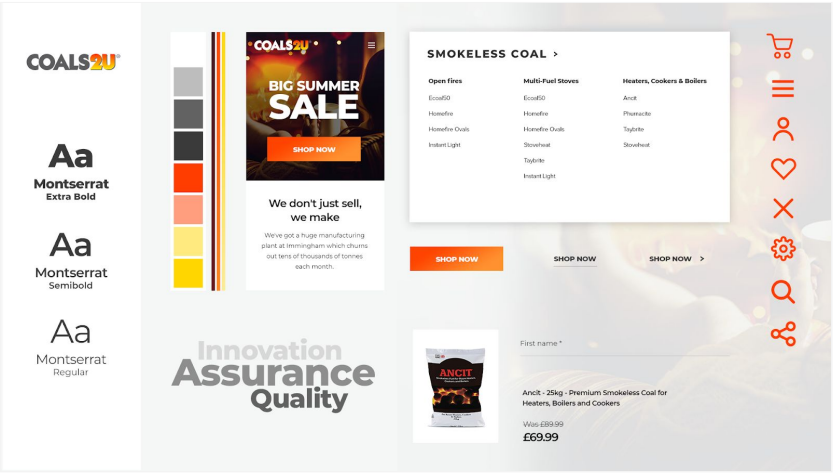


Image showing a Style Tile for www.Coals2u.co.uk

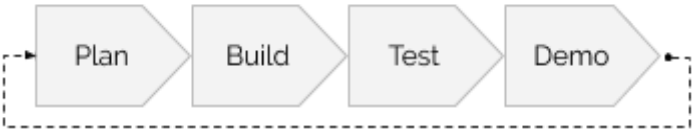
[6] https://www.invisionapp.com/

Key page designs
Once the Style Tile has been approved we will provide Desktop and Mobile designs for the following pages:

- Homepage
- Product Page
- Product Category

Additional pages such as the basket, checkout and accounts pages will be driven by the accelerator theme and layered with your brand components that are referenced in the Style Tile.

Build
The build is split into small units of work called Sprints. Each sprint will have a planning, development, and testing steps. At the end of each sprint we will invite you to take part in a demonstration.



The final stage of the build is lead by the Quality Assurance Manager, to fully test the online store as a whole to make sure everything functions as expected.

Training & Population
During planning we will have identified what content is needed, so you can get started whilst your store is being built, we use a standardised approach to import any associated product information whilst your store is being developed.

We carry out a ½ day training session for up to 3 people at our Manchester studio. We'll provide training materials for you to work through on the day and retain for future reference. We'll also be on hand to handle any questions you may have whilst you get to know your new store ahead of launch.

Launch & handover
The launch plan is created during Planning, we aim for this to be as simple as repointing your domain name towards your new BigCommerce site. We'll also pass the BigCommerce account ownership over to you, giving you full control.

Reactive Support

A regular monthly allowance for taking care of minor bugs, small changes and application assistance.

Operating	Office hours 9-5 Mon Fri (except bank holidays)
Service level response	Response within 3 days
Unused rollover	Accumulate up to double allocation

Reactive Support work is undertaken solely by a Support Technician to make the best use of your allowance when undertaking bug fixes or minor/cosmetic changes. Any more significant development work which would require planning and QA activity can be undertaken separately using the Continual Development service or as a scheduled development project.

New issues are raised and tracked via our JIRA issue management system. We'll determine if the work is suitable to be completed as a reactive support task, or if it requires more consideration. In the case of changes, an estimate of effort is provided for approval.

The reactive support service can be used for minor bugs and small changes and application assistance such as:

- Assistance with, product catalogue, orders and content through the store admin
- Changes to hard-coded content within a template (not editable via the CMS)
- Change to validation rules on the web form
- Fixing a bug requiring a minor code change
- Modifications to store configuration such as payment gateway or shipping
- A specific page rendering issues with a particular browser/devise

Service level response
All work on Reactive Support takes place within office hours. New issues will be reviewed within 3 working hours. Any involvement from a Support Technician (e.g technical investigation or development work, if required) begins within 3 working days of being requested.

Unused rollover
A support technician works through the issues each month, using your Reactive support allocation. Unused allowances will roll over up to a maximum of double the allocation. You also have the option to purchase additional resource to 'top up' your reserve, depending on availability.

Investment

BigCommerce Create Service[7]

This service is undertaken as a fixed scope of work for a fixed price. Please take some time to review the features we've described and what's involved with the delivery carefully and let us know if you have any questions before we start. Should you wish to make a change we'll let you know if it affects the price or timeline.

	Item	Amount
✓	**BigCommerce Create Service** *+ BigCommerce plan subscription from $29.95 / month*	£15,000

Retained Allocation Levels

Prices shown are based 12-month contract. Invoices are raised quarterly in advance, with the first payment due before the service launches. Any additional days purchased are invoiced as they are requested with 14-day payment terms.

	Reactive Support Allocation	Rate	Amount
▢	5 hours / month	£100 / hour	£500 / month
▢	10 hours / month	£95 / hour	£950 / month
▢	15 hours / month	£90 / hour	£1,350/ month
	Additional hours	£110 / hour	

[7] E&OE. Excluding. VAT. Valid for 30 days. Third-party costs are additional and are subject to change.

Rate Card

The following rate card will be guaranteed for a minimum of 3 years from signing and applied to scheduled projects, lower rates can be achieved through a monthly retainer.

Role	Hourly	Daily
Digital Strategist	£90	£675
Project manager	£90	£675
Technical lead	£90	£675
QA Tester	£80	£600
Visual Designer	£80	£600
UX Designer	£80	£600
Marketing Consultant	£80	£600
Backend Developer	£80	£600
Frontend Developer	£80	£600
Integration / Migration Specialist	£80	£600
Systems Admin.	£80	£600

Agreement Terms

Our agreement terms are intended to remove ambiguity so we are both on the same page, and avoid any mismatched expectations. These terms apply to all of the work we do together, now and in the future.

Purpose
You are hiring CTI Digital to undertake digital consulting, creative, development, technical support, and marketing services.

Duration
The terms of this agreement are effective as of the signing date for all assignments undertaken, and will remain effective until terminated, or until 12 months after the last assignment has been completed.

Payment
Payments should be made as per the payment schedule stated in the agreement, you agree to pay all invoices within 14 days of receipt, In the event payment is not made within the payment terms we reserve the right to stop work until payment is received (Services that are on hold for longer than 30 days will incur a fee to resume work). In the event that we incur legal fees, costs and disbursements in an effort to collect our invoice you also agree to reimburse us for these expenses.

Mutual cooperation
We agree to use our best efforts to fulfil the agreed services. You agree to aid us in doing so by making available to us information pertaining to your organisation and to cooperate with us in expediting the work. Both parties agree, to raise any performance concerns in writing promptly, and allow a period of 60 days to work things out together.

Additional services
Requests above and beyond the agreed services will be subject to a separate agreement and may attract an additional cost to investigate, and will be undertaken under these agreement terms.

Third-party services
Third-party services and costs are beyond our control and subject to change. Should a third-party service change we will give you as much notice as reasonably possible and discuss the available options with you.

Halting services
Should you wish to halt planned work or work in-progress, please let us know in writing promptly. Should we not be able to reach you for a period of 14 days without prior notice the service will be automatically halted. Should a service be halted for more than 60 days it will be subject to cancellation charges.

You agree to:

A. Pay in full for all work undertaken up to the point halting.
B. Reimburse us for all third party costs and expenses we agreed to on your behalf or incurred prior to receiving your instructions: which relate to non-cancelable commitments.
C. Pay additional fees to resume work if halted for longer than 30 days.

Cancellation charges
Should you wish to cancel planned work or work in-progress, please let us know in writing promptly. Should a service be halted for longer than 60 days it will be subject to cancellation charges:

You agree to:

A. Pay in full for all work undertaken up to the point you notified us.
B. 50% of the remaining contract value from the point of cancellation.
C. Reimburse us for all third party costs and expenses we agreed to on your behalf or incurred prior to receiving your instructions: which relate to non-cancelable commitments.

Termination for cause
If the other party fails in the performance of any of its material duties and obligation this agreement may be terminated upon no less than 60 days termination notice in writing given to the other, unless the failing party commences remedial action within the time period and diligently proceed to remedy the failure within the termination notice period.

You agree to:

A. Pay in full for all work undertaken up to the point of termination
B. Reimburse us for all third party costs and expenses we agreed to on your behalf or incurred prior

Liability
We shall deliver the service with reasonable care and skill and to the latest standard that could be expected of an experienced, professional provider of digital services. We can't guarantee that our work will be completely error-free (We're human!) so we can't be liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, Any liability arising from breach of contract, tort, misrepresentation, intellectual property infringement or breach of statutory duty your claim shall not exceed 100% of the charges paid to us for the preceding 12 months.

Intellectual property
Upon termination of this Agreement, providing there is no outstanding indebtedness owing, we will grant you a royalty free, non-transferable, non-exclusive licence to use all work created by us in undertaking this agreement for any purpose other than the supply of design and development services. We will also transfer, assign and make available to you all property and materials in our possession belonging to you.

Confidentiality
Both parties acknowledge their responsibility, both during and for 5 years after the termination of this agreement to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data. We will hold your company and contact data 5 years after termination of this agreement for business intelligence and marketing purposes in accordance with the GDPR and Data Protection Act 2018.

Solicitation
Both parties agree not to solicit or entice each other's employees, both during and for 5 years after termination of this agreement.

Publicity
Our business success relies on sharing a public portfolio of clients. You consent to your logo and project deliverable being displayed on our website, marketing material, press releases and award entries, which you will be invited to contribute toward prior to publishing. From time or time we may also request you to act as a reference.

Governing law
This agreement is governed by, and is constructed in accordance with, English Law. The English Courts will have non-exclusive jurisdiction to deal with any dispute which has arisen or may arise out of, or in connection with this agreement.

Entire agreement
This agreement constitutes the sole and entire agreement and understanding between the parties hereto as to the subject matter hereof, and supersedes all prior discussions, agreements and understandings of every kind and nature between them as to such subject matter. If any provision of this agreement is held to be illegal, invalid, or unenforceable under any present or future law, then that provision will be fully severable. In such instance, this agreement will be construed and enforced as if the illegal, invalid, or unenforceable provision had never comprised a part of this agreement, and the remaining provisions of this agreement will remain in full force and effect.

Signature

If you have any questions at all please let us know. It's important to us that you fully understand the agreement. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.

Once you feel confident about everything and are ready to move forward, please sign below and send over a copy on email.

With everything officially signed we're all ready to get started!

Signature	
Name	
Position	
Date	
CTI Digital	
Signature	
Name	
Position	
Date	

Thank You

CTI Manchester: 31 Dale Street, Manchester. M1 1EY | +44 (0)161 713 2434

CTI London: Aldwych House, 71 - 91 Aldwych, WC2B 4HN | +44 (0)20 3384 7241