

Designed for speed-to-market with minimal effort and overhead. The first step in your online ecommerce journey, Gesso scales with you. It's future-proof. Rebuilding every couple of years is a thing of the past.

Who it's for

Companies not yet selling online (but ready to take the leap!), are in the process of digitizing operations and need a strong team of experts to help guide the process.

What you get

Planning and creation of an ecommerce website capable of displaying a catalog of products that customers can purchase. Admin tools allow you to make updates to content and product data.

How long does it take?

Planning typically takes 2-4 weeks. Development varies depending on the team size (see page 2).

What does it cost?

\$7,000 for planning (discovery & strategy) for projects starting at \$28,000. Development is based on your team size. Plus, some monthly fees depending on hosting and your administration tools.

Not for you?

Need a more robust solution? Complex systems are our bread & butter — let's chat!

custom homepage design

powerful admin tools



Buy Now

Edit Content

Update text and publish your changes instantly

UNIT OF MEASURE

Base Unit: EA
Sales Unit: EA
Purchase Unit: Palet

Ecommerce

Content Management

ERP



IGNITE

Designed for growth

This is the first step of your journey. Gesso is scalable and future-proof, so it grows with your online success. There is no rip-and-replace or re-platforming after a couple of years; scale only when you are ready.

STOKE

Advanced features

Need more than IGNITE offers? Such as additional planning or customizations to pages and components? Talk to us about getting STOKED.

BLAZE

Now we're cookin'

Advanced planning, greater customizations, and access to multi-site, language and currency capabilities. Other integrations or legacy systems? You're a BLAZE kind of business!

IGNITE planning: discovery & strategy

Every project starts with a thoughtful plan. The activities and deliverables are:

- Discovery meetings
- User personas
- Sitemap diagram
- System overview

We know planning cannot account for the unexpected, so we aim to create just enough planning to get the project into development. We use a SCRUM framework that observes the Agile Principles, allowing your team to help prioritize the features that the development team works on.

Development: your team, your timeline

Once planning is complete, you're ready for development. The development *velocity* (how fast work is completed) is directly related to your team size.



At the risk of man-splaining, a larger team (B) completes the work quicker, getting you to market faster. However, it may require more attention and quick response from your team, so some companies may prefer a slower pace to balance various workloads.

Good to go

Gesso is built with connectors to these best-in-class platforms.

Catalog & cart

These integrations provide the ecommerce basics to allow your customers to browse products and complete a purchase online.



Content Management System

No more waiting on developers for content updates.



ERP

The business management system with the highest customer satisfaction rating in the industry.

