

Elevate your online presence with advanced features tailored to your needs. Take your ecommerce journey to the next level with Gesso. STOKE offers enhanced planning options and customizable components for a truly tailored experience.

Who it's for

Businesses ready to expand beyond the basics of online retail. Companies seeking advanced planning, customizations, and additional features to optimize their ecommerce platform.

What you get

STOKE delivers advanced planning sessions and the ability to customize pages and components. Tailor your ecommerce platform to your specific needs and requirements.

How long does it take?

Planning typically takes 4–6 weeks. Development varies depending on your team size (see page 2).

What does it cost?

\$14,000 for planning (discovery & strategy) for projects starting at \$56,000. 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





Elevate your online presence

Take your ecommerce journey to the next level with Gesso STOKE. Built to empower growth, STOKE offers advanced planning options and customizable components for businesses ready to expand beyond the basics of ecommerce. With STOKE, your platform evolves alongside your success, ensuring scalability and adaptability without the need for disruptive re-platforming efforts.



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!

STOKE planning: discovery & strategy

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

- Discovery meetings
- Competitor & reference review
- User personas
- Content inventory
- Sitemap diagram
- Technical architecture

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.

