



Your commerce site, your way

The headless commerce platform purpose-built for growth.

October 2020
Version 1.0



Team

Founded by leading eCommerce execs



Faisal Masud
CEO

eCommerce veteran with leadership roles at Amazon, Google, eBay, Staples



Ryan Bartley
Co-founder & CRO

eCommerce Executive at Fortune 500 Companies



Luke Shardlow
CPO

Led Product teams at Staples, eBay

Google

amazon

ebay

GROUPON

Staples



Fabric is hyper-growth

Our Business

2017

Founded

\$750M

Platform GMV

\$10B+

Commerce leadership at
3 Fortune 500 companies

Our Team

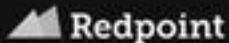
3 locations

Seattle, Vancouver, Bangalore

55

Engineering & Product Org

Our Investors



Fabric serves 4 verticals



Multi-channel Retail



D2C, DNVB, CPG



B2B Commerce



Developers

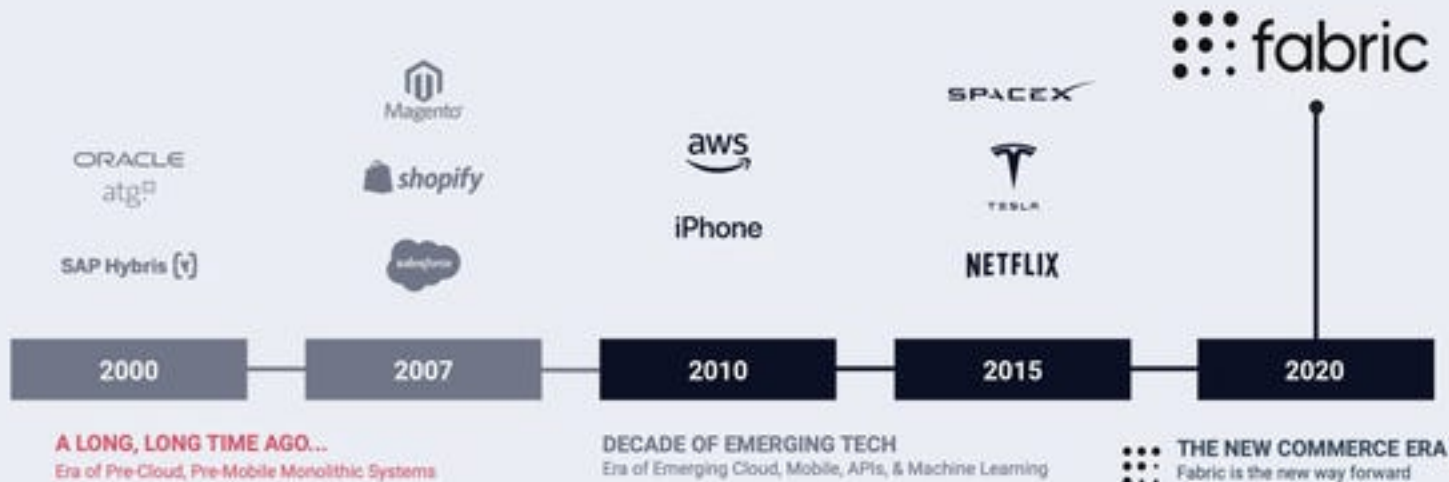
Fact

The ways people shop, buy and procure are changing for good

#eCommerce #Retail #D2C #B2B #Marketplaces
#Social #Wholesale #Global



Your legacy platform is holding you back from real growth



Modular Suite of Commerce APIs & Applications

Experience Platform

Storefront + Headless CMS



EXPERIENCE PLATFORM (EP)



Headless Commerce Platform

Full suite of APIs for multi-channel commerce



Customer



Search



Product



Price



Promotion



Workflow



Shipping



Payments



Tax



Order



Event Bridge



Integrations

CoPilot™ Applications

Intelligent Applications, built for Growth



ORDER MANAGEMENT SYSTEM (OMS)



POINT OF SALE (POS)



PRODUCT INFORMATION MANAGER (PIM)



SEARCH



OFFER PLANNING & PROMOTION



INVENTORY

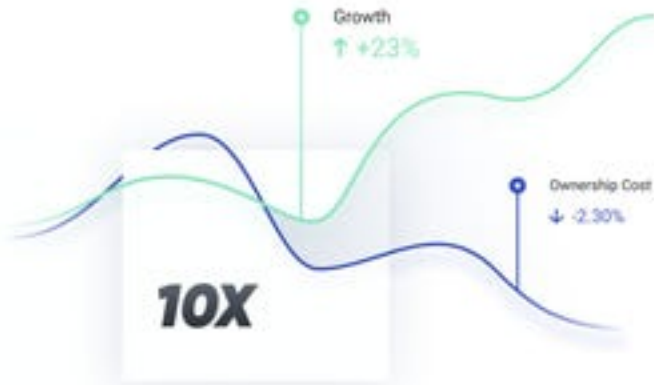
Crazy fast time to value

Choose the tools that fit your business

Dedicated launch and growth managers

No risky and long replatforming projects

Launch in weeks



Why Fabric

Modern tools for the modern business

Choose the tools that fit your business

Dedicated launch and growth managers

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Why Fabric

Extensible, single-tenant SaaS

B2C, B2B, & Multi-channel in 1 platform

Cloud-native SaaS, no maintenance

Open APIs & Developer tools

Pre-integrated with 30+ leading vendors

Advanced scalability, security, privacy,
compliance, and extensibility



Featured customers



"Within months of implementation, our site speed increased, online engagement expanded significantly, and conversion and revenue run rates increased by nearly 3x. And we are just getting started. Together, we will continue to build and innovate toward an experience that both rivals and enhances the magic of the abc store."

Aaron Rose, CEO, ABC Carpet & Home

abc carpet & home

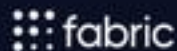
Eddie Bauer

 BuildDirect™

Comparison

Legacy Platform

Complex, Expensive & Frustrating



Simple & Powerful SaaS

Total Cost of Ownership

5-7% of GMV, complex contracts

Simple monthly subscription

Customer Experience

Slow page loads, standard themes

Sub 1 sec. speed, your brand experience

Features

Rigid Monolith, +20 Bolt-on Vendors

Modular, APIs, Pre-integrated

Time to Value

12-16 months of "Replatforming Hell"

Launch in weeks

Developers

Expensive, specialized resources

Easy to find, high velocity

Scalability

Expensive servers, burden to maintain

High Scale, Single-tenant SaaS

Tools

Slow, clunky & painfully lacking

Fast, Intuitive & Enterprise-grade

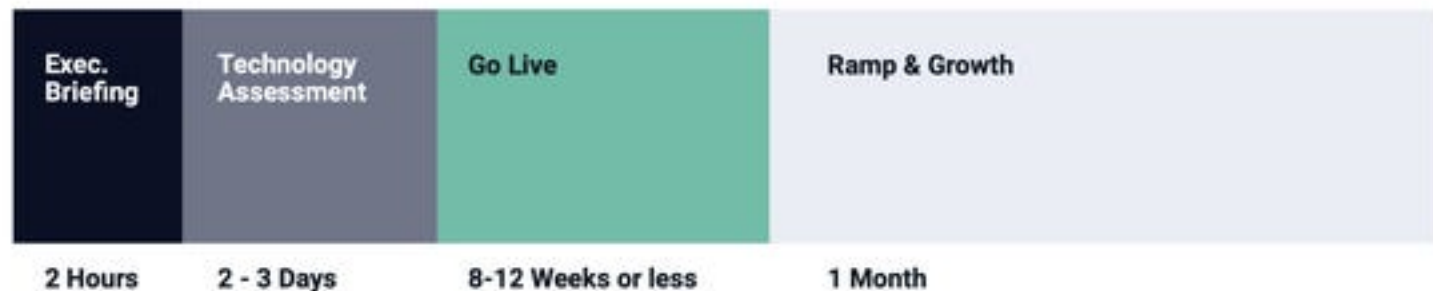
Feature Velocity

1-2 releases/month, things break often

Continuous Improvements

Get started with Fabric

Simple, efficient, and fast



 fabric