

# Líder histórico en comercio digital Proveedor de extensiones para Magento y Shopify



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Un proveedor de soluciones líder en el ecosistema de Adobe Commerce (Magento). Con 15 años en el mercado, la empresa ofrece más de 300 extensiones y soluciones Magento 2. Atiende a una cartera de más de 20.000 clientes y ha completado con éxito más de 1.700 proyectos. La empresa es reconocida como la primera opción en extensiones Magento 2 y ocupa el puesto nº 1 por ventas entre sus competidores directos.

### Posición en el mercado

El mercado de las Aplicaciones de Comercio Digital está experimentando un crecimiento significativo debido a la continua expansión del comercio electrónico. Adobe Commerce (Magento 2) ocupa una posición de liderazgo entre las Plataformas de Comercio Digital (PCD), siendo 1,8 veces más popular que su competidor más cercano. La empresa opera en este mercado en crecimiento como proveedor clave de extensiones para la plataforma Adobe Commerce y mantiene una posición destacada entre los desarrolladores de extensiones para Magento.

### Diversificación geográfica y de clientes

La empresa atiende a una clientela mundial diversificada. Las ventas se generan principalmente en Europa (47%) y Norteamérica (35%), con una distribución de clientes que muestra proporciones similares (Europa 54%, Norteamérica 29%). La base de clientes abarca varias categorías de productos: Moda y ropa representa el 20%, Hogar y jardín el 13%, y Otros estilos de vida, Informática y electrónica el 10% cada uno.

### Modelo de negocio y estrategia

El modelo de negocio se centra en ofrecer una solución integral a los clientes, que incluye ampliaciones y actualizaciones mediante suscripción, personalización, optimizaciones, integraciones, mantenimiento, asistencia y seguridad. La empresa trabaja activamente para mejorar su tasa de retención en el segundo año, que mejoró significativamente hasta el 59% en 2022 y el 64% en 2023.

### Iniciativas de crecimiento

La empresa persigue varias estrategias de crecimiento, entre ellas:

#### Crecimiento orgánico en Magento

Aprovechando el crecimiento anual constante del 10-15% de Magento a través de su modelo de suscripción y su liderazgo en el mercado.

#### Expansión a Shopify

Desarrollar plug-ins para aprovechar la plataforma de Shopify, centrada en las PYMES y de crecimiento más rápido, que crece a un ritmo del 20-25% anual. La empresa ha mostrado un crecimiento sustancial de usuarios en plataformas alternativas como Shopify y Wix desde agosto de 2023.

La empresa está ubicada en Europa (no en el Reino Unido).

#### TARGET PRICE

\$ 18,500,000

#### GROSS REVENUE

\$ 8,900,000

#### EBITDA

\$ 2,700,000

#### BUSINESS TYPE

Software y SAAS

#### COUNTRY

Reino Unido

#### BUSINESS ID

L#20250962

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