

CASE STUDY

With BigCommerce, Moustache Republic launches enterprise sites 25% faster

50%

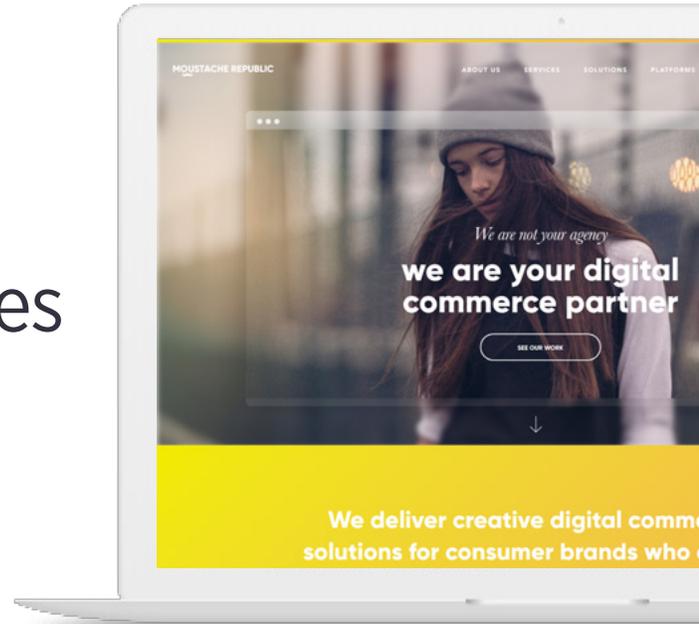
decrease in post-live issues in first month after launch

50%

of all projects are on BigCommerce

25%

decrease in average launch time



Tony Hou has always been an entrepreneur

In college, he discovered his interest in the technical and commercial sides of ecommerce. By building a number of websites, he quickly learned the ins-and-outs of both product sourcing and web development.

After graduation, he went on to work at a development company in New Zealand. Several years later, Tony spun off to start his own development agency. That's when Moustache Republic got started.

With offices in both New Zealand and Australia, Moustache Republic's 25-person team specializes in building a unique digital experience for brands and retailers. "This involves more than just building the ecommerce website — it's also connecting the website with various systems like POS systems, ERPs, and CMS platforms. We are always working towards building an omnichannel experience that encompasses the whole operation," Tony said.



The whole idea behind Moustache Republic was to combine the commercial knowledge I had around ecommerce with cutting-edge technology.

Tony Hou, Founder and Managing Director, Moustache Republic

From Magento developer to BigCommerce partner

Despite its playful name, Moustache Republic is serious about ecommerce. Back when Tony first started working in development, Magento was the only option available. So he got good at it.

But in 2016, another technical deep dive into the SaaS alternatives on the market had Tony and his team seriously considering BigCommerce.

“We immediately saw BigCommerce as an alternative to Magento.”

The decision to offer BigCommerce as a platform was easy because of the SaaS benefits, says Tony. Since offering their customers a SaaS solution, the average launch time for their sites went from 4 months to 3 months.

Two years ago, Moustache Republic used Magento as its main platform. Now, it is using BigCommerce for 50% percent of its projects — and that number is “growing fast,” according to Tony.

Moustache Republic sees SaaS as the 3rd generation of ecommerce platforms: first was custom-built platforms, and second was on-premise solutions like Magento.

“We have to provide guidance to our customers. Working with BigCommerce is the right thing to do. It’s important for us to tell clients that SaaS is the trend, it’s what is happening, and we won’t sell old-school technology to our clients,” said Tony.

Identifying the best partnership

Aside from the benefits of being a SaaS platform, Moustache Republic recommends BigCommerce based on the extensibility and flexibility of the technology.

With on-premise solutions, the Moustache Republic team faced issues with quickly-growing merchants. “We constantly had to work on the backend updates. Just looking out for the normal day-to-day maintenance became more and more expensive,” said Tony. “That’s one of the biggest reasons why we moved to BigCommerce. We don’t want our clients to have to worry about the fundamentals, like uptime and security.”



We are firm believers of SaaS. We believe that’s where technology is going over the next few years. We intentionally started looking for SaaS ecommerce platforms, and BigCommerce was the best option.

Tony Hou, Founder and Managing Director, Moustache Republic

Moving to a SaaS offering helps Moustache Republic do what it does best — innovate. Since bringing a SaaS platform onboard, the amount of post-live issues in the first month after launch has reduced by 50%.

Enabling merchants with award-winning checkout modernization

In September 2018, Moustache Republic announced a partnership with BigCommerce to create a single-page checkout experience using the Checkout SDK, a JavaScript library that makes it easy for merchants to consume BigCommerce's Checkout APIs.

Designed specifically for enterprise merchants with sophisticated checkout customization requirements, Moustache Republic's single-page checkout offers a secure, highly-configurable solution to ensure a checkout experience that matches a customer's site expectations. The first site to use this solution was [Yellow NZ](#).

This innovative launch paired with the Checkout SDK granted Moustache Republic the [2018 Partner Problem-Solving Excellence Award](#).

Moustache Republic grows with the BigCommerce Partner Program

Between high-visibility initiatives and sales and marketing enablement, the Moustache Republic team makes great use of the resources available in the Partner Portal.

"We are constantly looking through the reports on the portal, taking the trainings, and reading through the provided resources. It's easy to register leads and see progress," explained Laura Doonin, Partner & Director at Moustache Republic.

The benefits are offline, as well. Moustache Republic's BigCommerce account manager plays a large role in ensuring the partnership is drunning smoothly.

"I've been really enjoying the partnership with BigCommerce, and working with our account manager has been amazing. We catch up on a weekly



We now work on the cooler stuff; the cutting edge ideas that clients have, rather than worrying about the website being down in the middle of the night or potentially being hacked.

*Tony Hou, Founder
and Managing Director,
Moustache Republic*

basis. One of my favorite things about working with BigCommerce is definitely the personal connection we have with the team.” said Tony.

BigCommerce partners also have a say in product roadmap development. For agencies that are heavily involved in the technology, it’s critical to know what updates and improvements are coming down the line. “It’s amazing that we are actually looking through features that are coming, and we are already having the forward thinking discussion,” said Laura.

For the past few years, Moustache Republic has seen year over year growth of around 60%. With BigCommerce as a partner, Moustache Republic grew to offer sites with more customization and faster launch times. Coupled with the support and resources from the Partner Program, it’s no wonder that the agency has seen such bounding success.

