



BIGCOMMERCE
Partner

CASE STUDY

Arizon Digital grows revenue by 300% in one year after partnering with BigCommerce

Overview

Gopal Chandrasekaran and Sri Vathson had already built a storied history in IT consulting for major companies like IBM and PWC when a budding merchant approached them seeking help in designing and developing an online jewelry store.

Recognizing the opportunity to use their years of IT prowess in a new way, the two quit their jobs to start their own company, Arizon Digital, offering digital transformation solutions for ecommerce companies. The team decided to focus on cloud-based data transformation, fit-for-purpose hosted cloud solutions and engaging UXE designs that deliver value to their clients. To get their new business up and running, the entrepreneurs sought out a platform partner who would kick start their growth and extend their efforts exponentially.

Challenge

“After being an employee for 25 years, learning to be an entrepreneur was one of our first major challenges,” Vathson said.

Gopal added, “Technology is an ever changing field and we were looking for a partner that shared our vision and also had a stable, flexible and feature-rich core with a growing ecosystem wherein we could build ‘fit-for-purpose’ digital transformation solutions for our clients.”

Arizon Digital chose to partner with BigCommerce because of the alignment between both brands’ target markets — mid-market and enterprise merchants — and the platform’s proven ability to provide partners with opportunities for rapid, sustainable growth.

In addition, the founders saw compatibility in the two companies' vision for taking a solution-based approach to delivering business value for merchants, rather than pushing individual services or products.

Solution

Gopal and Vathson were soon pleased to discover that BigCommerce was a highly active partner in success, offering direct lead distribution along with a merchant-facing marketplace that quickly helped Arizon Digital build a client base from scratch.

After diving in head-first to learn the inner workings of the BigCommerce platform, the Arizon Digital team quickly found their niche just a few months later in building cloud-based digital transformation solutions and complex customizations that enhanced BigCommerce's existing assets.

"BigCommerce's open API concept has been key in allowing us to focus heavily on custom work for our clients, which has played a huge role in our success," Gopal said.

Results

In the first year as a BigCommerce partner, Arizon Digital served more than 50 merchants and experienced more than 300% revenue growth from their humble beginnings. This growth allowed them to more than double their team size in both US and India, enabling the company to move even more efficiently. The company started their second year in business with a healthy pipeline, setting the team up for an even more promising year to come.

Arizon Digital's merchants value the combination of BigCommerce's powerful and reliable platform with Arizon's one-of-a-kind solutions, so much in fact that the team has retained 25% of their customers for ongoing projects.

"A lot of our business is made up of repeat customers," Gopal said. "Mostly due to the knowledge that we've been able to bring to the table combined with BigCommerce's solutions."

The company's success on BigCommerce has allowed the team to branch off from serving individual customers to also spending time developing four data integration apps for the BigCommerce Marketplace, which once finished, will expand their reach to thousands more merchants.

With a strong first year in business supported by BigCommerce, Arizon Digital plans to partner actively with BigCommerce on the advertising and marketing outreach. They expect to ramp up marketing efforts in the coming year to watch their leads grow even faster.

The collaboration between the BigCommerce Sales team and the Arizon Digital team has been immensely successful and has contributed to the explosive growth of the custom solutions provider.

Their business goals for year two? Arizon Digital's team seeks to quadruple their revenue, a goal which seems realistic considering their impressive start and their continued partnership with the team at BigCommerce.

Since becoming a BigCommerce partner:

- 50 design and solution projects completed
- Built multiple digital transformation products
- Annual revenue grew by more than 300%
- 3x organization growth during the first year

Timeline of Arizon Digital

09/16 Launch

Vathson and Gopal incorporate Arizon Digital, selecting BigCommerce as preferred platform and launch their first store within 60 days (aurumifinejewelry.com)

03/17 Productized First App

Arizon team builds Data Migration solution and starts executing high-end data migrations for complex enterprise merchants.

12/17 Arizon Invests in Growth

Hires dedicated sales person. Proposed -> executing MDF plan with BigCommerce (targeted digital campaign at identified vertical).

12/16 Investment in Training

Arizon requires all devs complete training and become BigCommerce certified and they begin working on applications to extend BigCommerce functionality.

07/17 Arizon Grows Team

Dev team in India expands to 22 employees plus 8 employees added locally in Texas.

01/18 300% Revenue Growth exiting 2017

50 BigCommerce projects completed. 25% of overall revenue is retainer services. 2018 goal set to 4X revenue.