

# It's time to lose your head!

And enter into the headless, cloud-native era of digital commerce with commercetools Composable Commerce



## Excelling in B2B & B2C

Whether you are a brand, retailer, business seller or fall anywhere else on the B2B to B2C spectrum, commercetools' iconic headless, API-approach will drive up your brand value, effortlessly meet customer demands and easily keep ahead of the market curve. Just ask any of the over 250 multinational companies ranking in the Fortune 500 who already use our platform.



## Trailblazing headless tech

commercetools was the original pioneer of the headless, cloud-native approach to digital commerce, separating backend functionality from the frontend consumer interface. Backed by over 15 years of experience, we are global leaders and visionaries when it comes to next-generation, modern commerce.



## Fast & agile

The commercetools solution empowers you to create unforgettable customer experiences everywhere, across all touchpoints – and incredibly, it allows you to do so with reduced development resources, increased flexibility and faster time-to market. So you can launch a new market, brand or product line in weeks versus months.



## Unmatched flexibility

Get the freedom to innovate when, where and how you want to. Improve your customers' experiences, roll out new offerings much faster, create innovative and seamless shopping experiences and meet your business and marketing goals. This is what modern commerce is all about.



## Extensive partner network

Throughout the years, we've built an impressive network of established business partners so our clients can easily create one unified, highly functional experience. So when you partner with commercetools, you also have access to the most innovative industry leaders that will help you bring your commerce vision to life.



## Unlimited possibilities

With commercetools, you have more than 300 APIs at your fingertips. These APIs can be configured into completely customized, scalable and consistent digital commerce experiences for websites, mobile, social media and IoT interfaces, as well as interfaces that haven't even been invented yet!

Customers who have already found success in migrating to our platform include:



	commercetools	Adobe Commerce Platform
<b>Overview</b>	Highly functional and scalable modern commerce portfolio for current and future use cases, as well as for midmarket and enterprise B2B and B2C use cases.	Based on Magento, a commerce suite originally released 12 years ago, now rebranded as Adobe Commerce.
<b>Configurability</b>	Highly customizable with well-documented APIs, events, webhooks and modern GraphQL support. Separated frontends and backends (headless).	One-size-fits-all suite that is challenging to configure with no real API and frontend separation. Complicated, multi-layered software stack.
<b>Extensibility</b>	Easily create engaging customer experiences unique to your business and end customers. Extensible via APIs and 3rd party software applications that are like flexible building blocks.	Because community extensions have unpredictable performance and security issues, they push prebuilt certified extensions. Compatibility with external add-ons not guaranteed with upgrades. The different versions of Adobe Commerce are not at parity with each other since all software application integrations had to be rebuilt from scratch. Backward compatibility not confirmed for all applications.
<b>Maintenance (Updates &amp; Upgrades)</b>	Versionless so you're always on the latest release (we push updates about 150 times a year). Seamless, background updates that require no extra effort or downtime for maintenance. All features and functionality are backwards compatible.	Poor maintainability as Adobe Commerce is versioned with different software stacks that are largely incompatible. Compatibility is convoluted with on-premise, open source, and cloud variants.
<b>Onboarding</b>	Broad use of open standards and being (programming) language-agnostic lets any developer work easily with commercetools. Easy onboarding within days and simplified workflow thanks to separation of frontends and backends.	Expensive, Adobe-certified developers are encouraged. The complex, all-in-one nature and different variants make it challenging to find the right devs. Onboarding is difficult. PHP and MySQL/MariaDB use required, so you can't work with your own tech stack.
<b>Vendor lock-in</b>	We focus on offering a pioneering commerce portfolio. Our best-of-breed approach enables the use of the best available components for different parts of the business ecosystem while easily integrating commercetools into the big picture.	Nature of the all-in-one suite steers customers to use only Adobe products or face significant challenges working with other external solutions.
<b>Partner network</b>	Large partner network of system integrators and agencies across industries and market segments. Easily discover supported integrations and extensions via the Integration Marketplace.	Large partner network with extensions that mostly only work with Adobe Commerce. Steers customers towards products in its own walled garden.
<b>Infrastructure flexibility</b>	High availability, very scalable cloud-native infrastructure that works within GCP, AWS and Azure.	Adobe Commerce supports AWS and Azure hosting, but currently has no auto-scaling if hosted by Adobe. Isn't cloud-first and can't use many cloud-native tools.
<b>Time-to-market</b>	MVP can be ready within weeks thanks to the Accelerator program. Flexibility to set up according to your own business needs.	Projects run between 6 months to several years due to Adobe Commerce's highly complex offering.
<b>Licensing</b>	Order-based pricing, pay-as-you grow. Affordable licensing, paid over time. Upgrades and maintenance are included – no hidden costs. Costs are OPEX.	Priced in brackets. All costs are OPEX. On-premise version has additional large CAPEX costs due to licensing.
<b>TCO/ROI</b>	Low TCO and high ROI as development is made easy and more productive with modern practices, open standards and vast resources of information.	High TCO and low ROI due to certified (expensive) developers and long and complex onboarding. Large planning effort before purchase due to poorly compatible product variations.