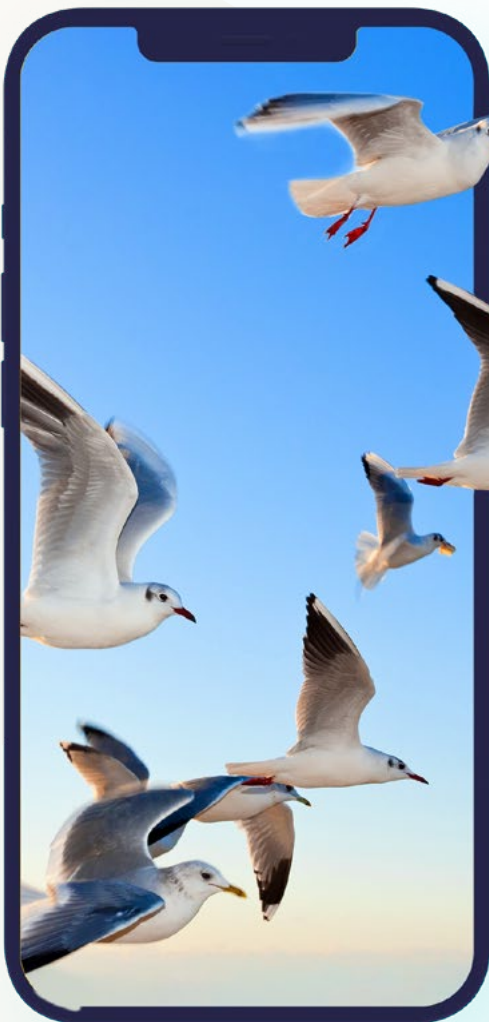


QUICKSTART GUIDE:

How to successfully migrate off Salesforce to commercetools



Are you due for an upgrade?

YOUR WEBSITE HAS A PERFORMANCE LAG

Is your site too slow? According to Google, 50% of users expect a site to load within 2 seconds and will abandon a website if it does not.

THERE ARE GAPS IN YOUR EXISTING SYSTEM

Your current system is missing features such as support for omnichannel selling and does not have the agility to release new features without disruption.

POOR ADMIN FUNCTION

Working with a non-intuitive eCommerce platform is frustrating for developers. Poorly designed business tooling will slow your team down and result in reduced innovation output.

LACK OF SCALABILITY

It is very difficult to swap in components, develop custom functionality and manage upgrades.

HIGH TOTAL COST OF OWNERSHIP (TCO)

Upkeep and upgrade expenses, as well as keeping a dedicated IT department to manage ongoing maintenance and hiring specialized developers, are eating into your budget.

commercetools: The modern alternative to Salesforce Commerce Cloud

The main difference between Salesforce and commercetools is the ability to support your business goals with custom eCommerce solutions. While Salesforce claims to be modern, it is still monolithic at its core, which translates into hard-to-adapt systems. In contrast, the foundation of commercetools is built on a composable infrastructure, so your commerce solution can grow with your changing business needs.



While Salesforce continues its migration toward a composable platform, B2C Commerce Cloud is still monolithic in nature, with few functions individually deployable as services (...). Companies pursuing composable commerce use cases will find more flexibility in other platforms.

— 2021 Gartner® Magic Quadrant™ for Digital Commerce

The hard facts: commercetools vs. Salesforce

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Time to market

commercetools

Microservices-based solution makes it easy to deploy continuously.

Salesforce

Because of its monolithic nature and strong dependencies, it's harder to deploy new features.

Launching new promotions

commercetools

Takes minutes and doesn't cause disruptions.

Salesforce

The platform suffers many performance issues, such as lack of speed, with promotions.

Onboarding

commercetools

Onboarding is easy and takes just days thanks to simplified workflows.

Salesforce

Needs Salesforce-certified developers and different platforms use different codes.



Extensibility

commercetools

Easily create or customize functionality via extensible APIs.

Salesforce

Doesn't support best-of-breed. Upgrading and maintaining extensions can cause disruptions.

Pricing models

commercetools

Pay-as-you grow. Upgrades and maintenance are included.

Salesforce

High upgrade costs and expensive customization options.

Migration in a nutshell

Build a communication strategy

Bring all the vendors together and make sure all stakeholders know what is happening and who is taking the lead.

Import & verify data

Migrate your product data and customer/order data manually, using a migration app or through a third-party team.

Plan as early as possible

Build a migration roadmap for timelines, milestones and business requirements during the vendor selection phase. Bring on a project manager early.

Test before launching

Check all other aspects, features and functionalities to verify that there are no typos, bugs or errors that were missed.

Prepare teams for site migration kickoff

Get all stakeholders and product owners engaged. Delegate duties so all members of the project team are in the same headspace for implementation.

Launch

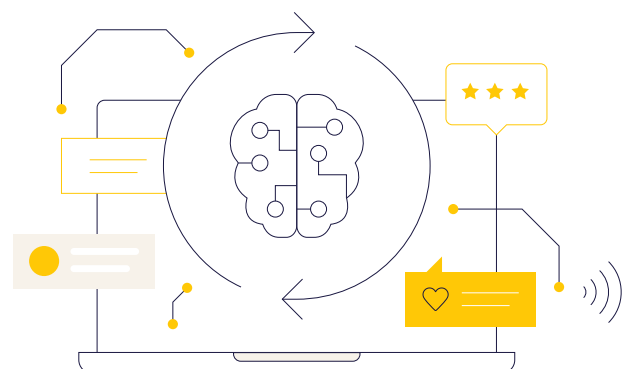
Enjoy the freedom that comes from breaking out of the monolith and all the benefits commercetools brings to your eCommerce.

Choose a migration strategy

Big Bang, Waterfall, Agile, and Walk, Crawl, Run, as well as Strangler Pattern are the most common migration strategies you can choose from.

Audit & backup data

Review the existing data to select what to migrate or leave behind. Have a backup location where you can access your data.



Migration best practices

The best approach to migration is to divide each existing project into business domains and then transfer the respective functionality and data out of Salesforce to a best-of-breed infrastructure with commercetools Composable Commerce at its core. We highly recommend planning a phased approach to migration rather than taking the riskier big bang approach to minimize disruption in daily operations.

This approach can provide you with more flexibility in financing your migration project. You can get a minimum viable product (MVP) up and running quickly to establish a first base for what the rest of your commerce solution will look like and upgrade over time.

With commercetools Composable Commerce's inherent modular design, a phased migration via the strangler pattern enables you to migrate data step by step, eliminating disruptions, giving you more control over the process and allowing you to recognize results along the way.

Customers that've been there

APG & Co
THE BRAND ASSEMBLY

APG&Co migrated to commercetools Composable Commerce and Frontend to benefit from a lower TCO, improved agility and the ability to control the user experience.

 **hummel**[®]

With Salesforce, B2B and B2C are separated platforms without any synergies. That's why **hummel** migrated to commercetools – which is a single commerce solution – to expand its B2B capabilities.

About commercetools

commercetools is the leading composable commerce platform, allowing companies to dynamically tailor and scale shopping experiences across markets. We equip some of the world's largest businesses with tools to future-proof digital offerings, reduce risks and costs, and build outstanding experiences that drive revenue growth. Headquartered in Munich, commercetools has led a global renaissance in digital commerce by combining cloud-native, technology-agnostic, independent components into a unique system that addresses specific business needs. We empower brands – including Audi, Danone, Eurorail, NBCUniversal, Sephora and Volkswagen Group – to stay ahead of changing consumer and buyer behavior.

