

commercetools vs. Adobe Commerce

The global leader in composable commerce: Stay ahead of customer demands with commercetools



Selecting the commerce technology that suits your business needs is a strategic decision that will impact your company's growth today and tomorrow. Discover the differences between **commercetools Composable Commerce**, a solution praised by top market analysts and adopted by 450+ enterprise customers worldwide, and **Adobe Commerce**, a traditional all-in-one suite without enterprise-grade and customizable features that may limit your business to differentiate and grow.

The composable factor for growth: Cargo Crew



The business success of leading B2B workwear supplier, [Cargo Crew](#), comes from providing tailored, high-quality products paired with exceptional service. However, the company's legacy eCommerce platform, Magento 1 (now known as Adobe Commerce), became an impediment to growth.

For instance, with Adobe, every new site launch required an USD 13,000 investment and 2 to 3 months of implementation time, which majorly limited Cargo Crew's ability to launch bespoke sites and experiment with new features.

With the mission to focus on a customer-first approach, and a desire to build and scale the Cargo Crew's brand in the years to come, the company decided to adopt commercetools Composable Commerce. Since this transition, Cargo Crew reaped a bounty of benefits from boosted revenue to reduced costs.

“Migrating to a new cloud infrastructure for composable commerce has had a significant impact on the performance and scalability of our online store and, ultimately, our business success. The freedom to innovate is one of the key benefits we've experienced. With a composable commerce infrastructure, we can experiment with new technologies and features without being limited by the constraints of a monolithic platform. This has allowed us to quickly and easily develop new products, services or features that meet the changing needs of our customers, without having to go through a lengthy development process.

— Paul Rodgers, Co-Founder and Operations Director, Cargo Crew

15%

increase in conversion rates

34%

increase in online revenue

19%

increase in items ordered

10%

increase in transactions

2,000

hours saved in customer administration time when compared to manual order processing

\$450,000

cost savings related to raw development costs

commercetools is the top choice for brands migrating off Adobe Commerce



commercetools vs. Adobe Commerce

Let's compare and contrast both solutions based on key vendor selection criteria.

	commercetools	Adobe Commerce
<p>True composability 100% cloud-native, component-based, open approach to use best-of-breed and tech-agnostic solutions.</p>	<p>✓✓✓✓✓ #1 in Gartner's <i>Critical Capabilities for Digital Commerce</i> (2023).</p>	<p>✗✗✗✗✗ All-in-one suite with APIs on top that can be deployed in a headless fashion. However, it remains a tightly coupled monolith at its core. The system is also versioned and not cloud-native.</p>
<p>Enterprise-ready features A comprehensive solution for enterprise companies with complex requirements that seek to differentiate themselves in their respective markets.</p>	<p>✓✓✓✓✓</p>	<p>✓✓✓✗✗ Missing essential functionality in B2B, such as visual workflow, order approvers to combine multiple orders, usage-based billing capabilities, product configuration, etc. It doesn't support B2B2X business models and a free trial isn't available.</p>



<p>Composable frontend Fully compatible frontend solution.</p>	<p> commercetools Frontend, hosted on Netlify, supports all business models.</p>	<p> B2B functionalities aren't supported.</p>
<p>Hosted checkout Pre-composed checkout solution with UI and pre-integration with PSPs.</p>	<p> Learn more about commercetools Checkout.</p>	<p> Lacks a UI and pre-integration with PSPs.</p>
<p>Customizability Can support both standard and sophisticated/complex use cases.</p>	<p></p>	<p> Offers a very structured approach to customization, meaning that customers need to strictly adhere to it. This can create technical debt over time and slow down innovation.</p>
<p>Extensibility Ability to continuously expand from out-of-the-box features to build on top of the platform and tailor functionalities.</p>	<p></p>	<p> Adobe added GraphQL APIs but the application is still an aging monolith. Plus, most of its customers are below \$50m GMV, so it lacks the experience to deal with enterprise complexity.</p>
<p>Maintainability Seamless updates with minimal downtime.</p>	<p></p>	<p> Expensive and disruptive upgrades. Customers report running two or three versions behind the latest version.</p>
<p>Speedy transition to composable commerce Pre-composed composable solution with blueprints, store launchpads and tailored resources to accelerate time to value.</p>	<p> Learn more about commercetools Foundry for B2C Retail and B2B Manufacturing.</p>	<p> Not a composable solution.</p>
<p>No vendor lock-in Adaptable to market demands.</p>	<p></p>	<p> A fairly closed ecosystem. Integration to external add-ons is not guaranteed during upgrades.</p>



<p>Hosted, pre-built integrations Pre-built certified integrations with a managed environment and SLAs to facilitate the integration of new components.</p>	<p>✓✓✓✓✓ Learn more about commercetools Connect.</p>	<p>✓✓✓✗✗ Lacks SLA.</p>
<p>Cloud-agnostic infrastructure & multi-cloud Ability to choose your preferred cloud service provider (Google Cloud, AWS, Azure).</p>	<p>✓✓✓✓✓</p>	<p>✓✓✓✗✗ Amazon Web Services (AWS) or Microsoft Azure only.</p>
<p>Fast time to market/value Agile development and rapid deployment.</p>	<p>✓✓✓✓✓</p>	<p>✓✓✓✗✗ Projects run between 6 months to several years due to Adobe Commerce's highly complex offering. There aren't standard implementation processes or methodologies that implementation partners and SIs can leverage.</p>
<p>Lower TCO without compromising flexibility Achieve greater results while reducing total costs of ownership.</p>	<p>✓✓✓✓✓</p>	<p>✗✗✗✗✗ Time-consuming version upgrades, high maintenance, costs associated with changes and customization, as well as the need for specialized developers, all contribute to an increased TCO.</p>

Visit commercetools.com or our [world-class documentation](#) to learn more about commercetools.

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.

