

commercetools vs. SAP Commerce Cloud

# The global leader in composable commerce: Embrace flexibility 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 **SAP Commerce Cloud**, a traditional all-in-one suite that confines customers within its ecosystem and imposes restrictions on flexibility, hindering your business from differentiation and growth.

## Embracing composable for increased performance and lower TCO: Salling Group



Denmark's largest retailer, [Salling Group](#), aimed at strengthening its omnichannel experience to better serve customers across different touchpoints. However, Salling Group's brands operated with SAP Hybris, an outdated platform that increased licensing and maintenance costs. Moreover, to keep up with customer expectations, the Salling Group had to create workarounds on

SAP to customize the experience. Not only was this highly inefficient, but it also required skilled developers that were hard to find and expensive to train.

To achieve its ambitious goals, the retailer migrated to commercetools Composable Commerce. As a result, Salling Group became faster and more agile in addressing customer expectations, from mobile responsiveness to high-performing eCommerce sites.

### 75%

reduction of total costs of ownership (TCO)

### 150%

growth of the Click & Collect service

### 30%

increase in line traffic without extra operational costs.

“ Migrating to a composable architecture was absolutely the right move for Salling Group. Now we can respond to customer expectations and market changes a lot faster with such a flexible and scalable solution. We reduced operational costs massively by switching from SAP to commercetools, plus increased traffic, conversion rates and more. Composable really is the future of commerce for the Salling Group.













— Ismael Garcia, Digital Technology Chief, Salling Group

## commercetools vs. SAP Commerce Cloud





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

	commercetools	SAP Commerce Cloud
<p><b>True composability</b> 100% cloud-native, component-based, open approach to use best-of-breed and tech-agnostic solutions.</p>	<p>✓✓✓✓✓ #1 in Gartner's <a href="#">Critical Capabilities for Digital Commerce</a> (2023).</p>	<p>✗✗✗✗✗ Not cloud-native, tightly coupled components and not API-first. In essence, SAP is not a composable commerce solution.</p>
<p><b>Enterprise-ready features</b> A comprehensive solution for enterprise companies with complex requirements that seek to differentiate themselves in their respective markets.</p>	<p>✓✓✓✓✓</p>	<p>✓✓✓✓✓ No auto-scaling, difficulties in developing custom functionality and compatibility issues between version updates.</p>
<p><b>Composable frontend</b> Fully compatible frontend solution.</p>	<p>✓✓✓✓✓ <a href="#">commercetools Frontend</a>, hosted on Netlify.</p>	<p>✓✓✓✓✓ Based on Angular framework only. Customers requiring React-based storefronts will need to invest extra effort.</p>
<p><b>Hosted checkout</b> Pre-composed checkout solution with UI and pre-integration with PSPs.</p>	<p>✓✓✓✓✓ Learn more about <a href="#">commercetools Checkout</a>.</p>	<p>✗✗✗✗✗ Lacks a hosted checkout solution that is pre-integrated with PSPs.</p>
<p><b>Customizability</b> Can support both standard and sophisticated/complex use cases.</p>	<p>✓✓✓✓✓</p>	<p>✓✓✓✓✓ Being a legacy solution, it's challenging to replace tightly coupled components. As a result, making any modifications impacts the entire system.</p>



<p><b>Extensibility</b> Ability to continuously expand from out-of-the-box features to build on top of the platform and tailor functionalities.</p>		 <p>Limited flexibility and extensibility. While extensibility is feasible, it becomes prohibitively expensive.</p>
<p><b>Maintainability</b> Seamless updates with minimal downtime.</p>		 <p>Updates may result in downtime and additional costs. In addition, customizations/extensions compatibility between version updates cannot be guaranteed.</p>
<p><b>Speedy transition to composable commerce</b> Pre-composed composable solution with blueprints, store launchpads and tailored resources to accelerate time to value.</p>	 <p>Learn more about <a href="#">commercetools Foundry</a>.</p>	 <p>Not a composable solution.</p>
<p><b>No vendor lock-in</b> Adaptable to market demands.</p>		 <p>Significant vendor lock-in occurs due to pricing and contractual constraints, a closed ecosystem, proprietary technology, and certified developer requirements.</p>
<p><b>Hosted, pre-built integrations</b> Pre-built certified integrations with a managed environment and SLAs to facilitate the integration of new components.</p>	 <p>Learn more about <a href="#">commercetools Connect</a>.</p>	 <p>Lacks SLA.</p>
<p><b>Cloud-agnostic infrastructure &amp; multi-cloud</b> Ability to choose your preferred cloud service provider (Google Cloud, AWS, Azure).</p>		 <p>Azure only.</p>



<p><b>Fast time to market/value</b> Agile development and rapid deployment.</p>		 <p>Projects can run for extended periods, hindering quick and easy deployment, testing and iteration. As a result, the system limits adaptability to meet market needs.</p>
<p><b>Lower TCO without compromising flexibility</b> Achieve greater results while reducing total costs of ownership.</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](https://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.

