

Best of commercetools 2021

Challenge and change the world of eCommerce software

Dear commercetoolers, partners, customers and friends,

Did 2021 feel "same same" but different? In some ways the last 12 months were a bit like the movie "Groundhog Day" with Bill Murray. The pandemic continued to play a significant role in all our lives. As a company, the health and well-being of our colleagues and everyone who works with us continues to be our highest priority, and we are happy to do our part. This includes our home office grant package, as well

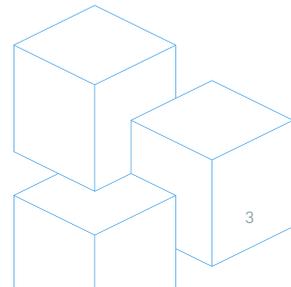
as flexible working hours and special parental leave days for when colleagues need to stay at home with their children. We thank our incredible team for these privileges, who not only take care of our customers and partners, but everyone who works at commercetools.

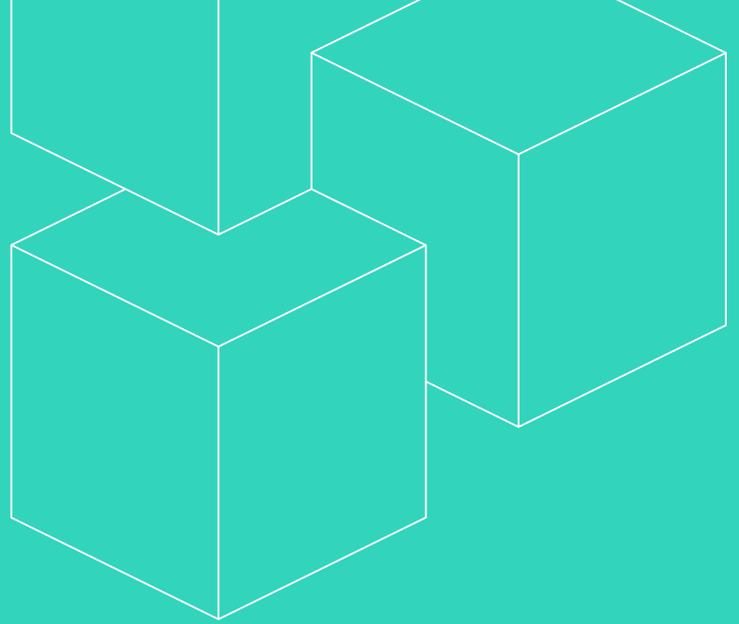
In terms of company achievements, 2021 has been record breaking in so many ways. More than 130 new colleagues joined us over the course of the year. We went from one highest growth quarter to another. Over 120 new customers selected commercetools to become their main commerce platform. Our technologies enabled over \$14 billion USD of GMV and top global brands like Lululemon, BASF, H&M, L.L. Bean and Porsche chose us for their businesses.

On top of that, we became the highest valued private commerce software company of all time when Accel Partners came on board alongside our investors Insight Partners and REWE Group. Last but not least, we made the first acquisition in the company's history when Frontastic decided to join forces with us. We now have a portfolio of products from B2C to B2B headless commerce and composable frontend tools. In 2022, we will double down on our vision that commercetools provides the products that growing and innovative companies need to build outstanding and scalable commerce experiences.

Happy holidays and a safe and healthy start to the new year,

Dirk Hoerig, CEO and Co-Founder at commercetools





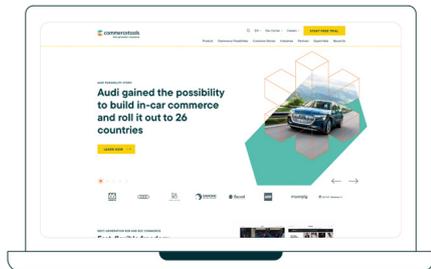
Corporate Update 2021

Highlights

New Partner Possibility Program

In the beginning of the year, commercetools was already off to a strong start. We started getting more and more requests for partnerships, which kickstarted the creation of our new partner program: the Partner Possibility Program. As we've always been a partner-first company, we created a new three-tier plan consisting of Registered, Select and Premier levels for ISVs and SIs. What makes our partner program unique is the fact that we don't rank our partners by their size or revenue, but rather their ability. As of 2021, we have signed 140 partners – from large enterprises to startups – and are looking forward to further growing our numbers.

commercetools.com Makeover



To reflect our many tremendous achievements, we decided we needed an updated website to match! In October, we launched the new commercetools.com with a refreshed, modern look. There are new sections, revamped modern designs and engaging content that help us share in-depth product information, as well as our story and vision for the future.

A Match Made in the Cloud



In March, we announced the exhilarating news that we've expanded our partnership with Google, enhancing commercetools strategy. Businesses can now purchase commercetools directly from the Google Cloud Marketplace, which will benefit retailers with deeper product integration, unified billing and an expanded go-to-market relationship which includes running and scaling

commercetools on Google Cloud. With this strengthened relationship with Google Cloud, we can further empower our customers to design innovative and unforgettable digital commerce experiences across all touchpoints with the Google Cloud Console and Marketplace.



We are excited that commercetools will make its eCommerce solution available on Google Cloud. The Google Cloud Marketplace makes it very easy for retailers and brands to deploy commercetools at global scale, helping them deliver exceptional digital experiences for consumers.

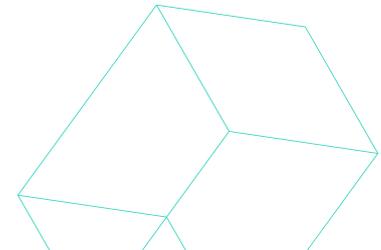
— CARRIE THARP, VP RETAIL AND CONSUMER AT GOOGLE CLOUD

Meet-Up of MACH™ Movers & Makers

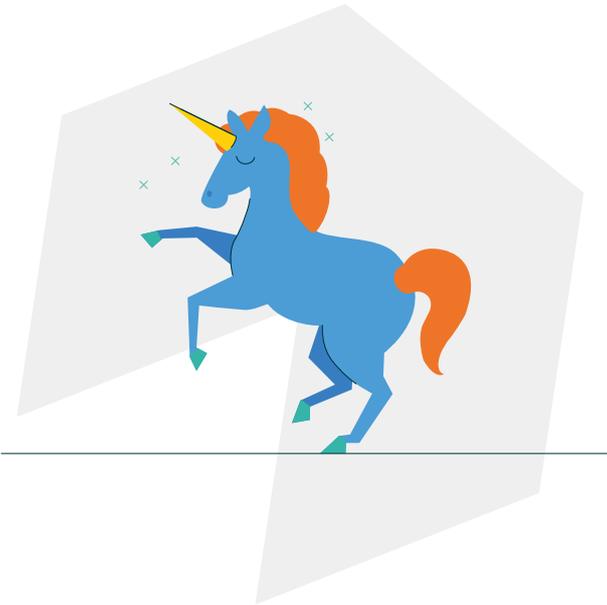


The summer started off with a bang with us hosting the most successful [Modern Commerce Day](#) ever. Over 1,400 attendees tuned in for our 34 virtual sessions that included industry leaders from some of the biggest world-leading organizations, including LEGO, Audi and Google. And they all gave glowing reviews of transitioning to MACH architecture and the many advantages of our headless platform. Speakers shared everything from their transition

story to how MACH boosted their customer base, but there was one common theme throughout the day: regardless of industry, size or business model, MACH defines what modern commerce is today and positions brands to be primed and ready for the future.



Unicorns Do Exist



One of the biggest pieces of news this year came in September: commercetools is a unicorn. Led by Accel, a global venture capital firm with a portfolio of companies that include Fiverr, Slack and Spotify, as well as our existing investors Insight Partners and REWE Group, we secured \$140 million USD in series C funding (which led us to being listed on the Nasdaq Tower in NYC). This investment brings commercetools to a whopping valuation of \$1.9 billion USD – the highest ever for a private company – and placing us firmly in the spot of the 2021 List of Unicorn Companies. The capital raised will fuel our global expansion by expanding our sales and marketing efforts, which will get us ever closer to our goal of replacing legacy platforms with the most modern commerce solutions that deliver limitless possibilities.

Our exciting new portfolio strategy



Rounding out the year, we made our first-ever acquisition by purchasing Frontastic, a leading frontend-as-a-service company that enables brands and retailers to create outstanding shopping experiences across multiple channels. This headless, composable solution will enhance our product portfolio of best-of-breed components that suit upper mid-market to large enterprises, and will be offered independently to existing and new customers. With the addition of Frontastic to the company's product line, we are building a broader portfolio of commerce technology services to support global enterprises and reinvent eCommerce, while also providing a fully MACH-based platform.



What We Do

**Industry updates and
customer success stories**

Product Highlights

by **Kelly Goetsch**, Chief Product Officer at commercetools



The year 2021 will go down in commercetools history as being among the most productive. After spending a sizable portion of 2020 focused on scaling the platform for the next decade of growth, 2021 was spent adding new features. After almost **doubling the size of the development team** and instituting new roles such as engineering manager, our development velocity has accelerated beyond what was already a market-leading pace. We've also added three **all-new** development teams based out of our Durham, North Carolina office, which is our US headquarters. Durham is now one of our largest developmental centers, runner-up only to Berlin. We will continue to invest in both the Durham and Berlin offices, hiring as we find new talent.

In terms of features, we continued to add support for GraphQL, which is now being used by more than 75% of our customers. As the first commerce platform to support GraphQL back in 2016 and co-organizer of this year's GraphQL Conference, we've added dozens of features to ensure that we will remain the **#1 platform on the market for GraphQL**. We also introduced the most substantial portions of our **all-new**

"context" concept which has been under development for more than two years. Context allows for orders, customer accounts, products, prices and more to be scoped to a “store,” which could be a physical store, collection of stores, line of business, or any other collection of physical or virtual entities. We’re on track for wrapping it up in 2022. Due to customer demand, we released an **all-new audit log feature** that allows organizations to track all changes made to objects such as orders and products. This was the first major release by our first US-based development team. We’ve also built an entirely new team in the US focused on discounts, as American-style discounts are very unique and require in-depth knowledge of US retailing. Finally, we’ve added hundreds of smaller features that make our customers’ lives easier.

We hope you like where we’re taking the platform. A lot of thought has gone into it and we’re proud of the features we’ve added, while never sacrificing uptime, performance and security.



B2B

Customers now expect the same convenience and amazing experiences with B2B that they get from B2C. As a result, businesses must adapt to individual customer expectations and give them the seamless, frictionless purchasing experiences B2C brands already deliver. Good news: headless technology enables you to limitlessly customize your online and offline brand identity to give your customers the exceptional experiences they're looking for.





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For a project of this magnitude, the commerce solution needed to be bespoke with a powerful foundation to easily scale up with the business and be flexible enough to sell a variety of products with complex attributes. To JSW One, commercetools offered everything they were looking for, and thus, we've now penetrated a brand-new market by earning our first ever partnership with an Indian company, which is incredibly exciting for our growth in the region.

JOSHUA EMBLIN, TERRITORY DIRECTOR APAC AT COMMERCTOOLS

Penetrating the brand-new market of India

JSW One is a new business initiative from JSW Group – a \$13 billion USD leading Indian conglomerate based in Mumbai that has played a key role in India’s growth, with core sectors in steel, energy, cement and infrastructure. JSW One will combine the distribution and supply chains of JSW Group’s steel, cement and paint businesses, and through doing so, will provide a comprehensive, “one-stop-online-shop” for their customers by merging products throughout JSW Group’s various portfolios.

eCommerce must haves

- Scalability to support one of the world’s biggest markets
- Maximum flexibility to sell thousands of products with complex attributes
- One single commerce backend for multiple product lines

commercetools features for JSW One

- PIM (Product Information Management)
- Commerce in the cloud
- 100% headless backend



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We knew that delivering a better customer experience would need a successful strategic digital transformation. A foundation of connected headless technologies was established which enabled the project team to iterate and build new experiences in an agile and responsive fashion as new customer experience research and insight were uncovered.

MARCO MACCIO, HEAD OF DIGITAL AT HORIZON PLATFORMS

Picking online customer experience first

Horizon Platforms provides equipment and services to the construction, property and maintenance sector in the form of safe and easy access to platform hiring, sales and training. They offer a fleet of cherry pickers, scissor lifts, boom platforms and personnel lifts, an experienced team of driver demonstrators, and UK coverage through a nationwide network of trusted partners providing access platforms to customers.

eCommerce must haves

- Digital self-service for a simplified customer experience
- Ability to responsively adjust platform as new customer insights are uncovered
- Quick content update without developers

commercetools features for Horizon Platforms

- 100% headless backend
- Fully integrated omnichannel experience
- Series of API microservices



We had live prototypes up in a matter of a few days and were able to go live to customers in something like two or three weeks. We were not only able to pivot, we were able to pivot in a big, impactful way. Our big investments in API-first technology are absolutely paying off and they're worth it.

GARY SCHORER, DIRECTOR OF TECHNOLOGY AT VISTAPRINT (CIMPRESS)

Making a global imprint with prints

Cimpress makes customized prints, signage, apparel, gifts and other products accessible and affordable to everyone. They're able to do this by using mass customization capabilities they've been developing over the last 20 years. Vistaprint, a Cimpress company, helps small business owners create custom marketing materials — the assortment of products they need to look and feel professional, prepared and plugged in.

eCommerce challenges

- Ability to add new product lines immediately
- Scalability to handle traffic peaks
- One single platform for multiple project lines and business units

commercetools features for Cimpress

- Commerce in the cloud
- 100% headless backend
- Microservices-based modular architecture



B2C

What makes a B2C commerce platform successful? It's all about how easy it is for your customers to discover, learn about, and purchase your products, all while differentiating yourself from competitors. You need to seize the attention of your customers with extra engaging experiences, and with headless commerce, you can improve every aspect of how your B2C platform looks, feels and performs across every touchpoint.



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We have lowered our operations costs, reduced our time-to-market, made it easier to recruit talented employees and vastly improved our mobile experience. We received an award for the best German connected retail solution and ... we're just getting started.

TINA LYKKE KRISTENSEN, SENIOR MANAGER, NON-FOOD ECOMMERCE AT SALLING GROUP

Award-winning connected commerce platform

With more than 1,600 shops, Salling Group is Denmark's largest retailer and serves over 11 million customers every week. Salling Group's holdings include household chain brands, such as fotex, Bilka, Netto, Salling and Wupti, as well as Starbucks and Carl's Jr. franchises in Denmark, and more than 1,400 stores and web shops in Poland and Germany. Salling Group's new commerce platform won the retail award 2021 for "Best Connected Retail Solution."

eCommerce must haves

- Ability to serve customers across all digital channels
- Exciting tech to recruit new talent
- More cost-efficient commerce platform

commercetools features for Salling Group

- Commerce in the cloud
- PIM (Product Information Management)
- 100% headless backend



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commercetools offers a cutting-edge headless technology solution that allows us to progress with a microservices, modular approach to build an enterprise-level core platform for individual brands. commercetools enables us to consolidate our platform globally and gives us both the economy of scale we need and the freedom we want to explore new possibilities.

MATTHEW STOCKER, DIGITAL SOLUTIONS MANAGER AT GLEN DIMPLEX

High-tech products match high-tech commerce

As an Irish-based retailer with almost 50 years of history, Glen Dimplex is on the forefront of innovation in household electric heating. The business is a world leader in intelligent and renewable, low-carbon energy solutions for space and water heating and their many brands can be found in millions of homes around the world.

eCommerce must haves

- One single platform for multiple brands
- Flexibility for web developers
- Ability to build a commerce solution in-house

commercetools features for Glen Dimplex

- Software-agnostic architecture
- Connection to IoT
- Web shop centralization



promod

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We wanted to be daring and innovative, and we were afraid of not being able to be truly innovative. That's why we preferred to work with this modular MACH architecture and commercetools.

LUDOVIC LEFEVRE, DOMAIN MANAGER AT PROMOD

First ever foray with an eCommerce platform

Promod is a French chain of women's fashion stores, with more than 1,000 sale points, 10 online stores and 5,000 employees in around 50 countries. Founded in 1975, Promod is a family business with the CEO being the son of the founder. Specializing in affordable, yet high-quality women's clothes, their trend-setting and colorful styles are all designed in-house.

eCommerce must haves

- Extensibility to integrate third-party vendors
- Flexible and agile commerce platform
- Better operational results

commercetools features for Promod

- 100% headless backend
- Best-of-breed solution
- MACH-based architecture



D2C

There is so much more to being a D2C retailer than just having a web shop. Going from manufacturing to D2C means transforming SKUs into experiences. Offer your D2C customers one-of-a-kind experiences that set your brand apart by enriching the shopping experience in the newest, most innovative ways. With new technologies and social channels constantly emerging, a headless platform ensures you can get on board fast.

Emma[®]
The Sleep Company



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In this partnership, we share a high degree of strategic principles and practices in software engineering to maintain the highest level of agility in our fast-growing business. commercetools is the first eCommerce platform that was designed to be headless and cloud-native from the start and that has excellent developer tooling at its disposal. We are pleased to have found the perfect partner for Emma's eCommerce platform of the future.

ANDREAS WESTENDÖRPF, CTO AT EMMA – THE SLEEP COMPANY

Rises and shines with brand-new modern commerce

The world's largest direct-to-customer sleep brand, Emma – The Sleep Company is a rapidly growing business that is proving to the world that customers actually do want to purchase mattresses online. The retailer, which sold 1.5 million mattresses in 2020 in more than 30 countries, achieved an annual revenue of 405 million EUR in 2020, which was a 170% increase on the previous year.

eCommerce must haves

- Composable commerce architecture
- Rich ecosystem of developer toolings
- Future-proof support for growth plans

commercetools features for Emma – The Sleep Company

- Commerce in the cloud
- MACH-based architecture
- 100% headless backend

PH*TOBOX



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We wanted full control of our customers' experience through their shopping, creation and checkout journey, so it was important to find a headless SaaS solution to replace our eCommerce platform. This made commercetools the obvious choice. With their great developer documentation and support, we have successfully migrated the first two workflows over and are seeing great agility within the organization.

CHRIS ASTALL, VP ARCHITECTURE AND DATA AT PHOTOBX

Personalized photo gifts from one online store

Founded in 2000, Photobox began with the mission of simplifying the process of turning digital photos into thoughtful gifts. Now, Photobox has grown to become the European market-leader in photo-based products, helping their customers enjoy everything from personalized canvases, calendars and mugs to jigsaws, phone covers and photo books.

eCommerce must haves

- Ability to quickly launch new products
- Reduction in overhead costs
- Enable all brands to be more innovative

commercetools features for Photobox

- Web shop centralization
- Microservices-based architecture
- One code base

LAKRIDS
BY BÜLOW

DANISH CONFECTIONERY
LAKRIDS BY BÜLOW



24

PROUD OF YOURSELF IN OUR LAKRIDS? WE'VE GOT YOU COVERED. DESIGN YOUR OWN
EACH OF OUR LAKRIDS CARAMELS IS COVERED IN A THIN LAYER OF CHOCOLATE AND LAKRIDS CARAMELS
ARE MADE WITH REAL DANISH CARAMELS, NOT CARAMEL FLAVORED CHOCOLATE.

Bülow
BY BÜLOW



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commercetools was a great choice for us, as we now have a lot of flexibility and scalability to build the digital experiences we want. We tend to want to do things that are not provided by traditional eCommerce offerings and commercetools fits right into our best-of-breed approach to platform architecture.

MICHAEL EWALD HANSEN, ECOMMERCE DIRECTOR AT LAKRIDS BY BÜLOW

Converting the world into liquorice-lovers

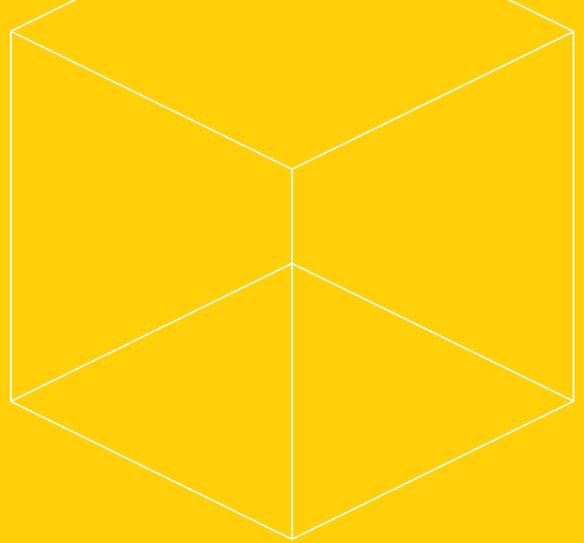
LAKRIDS BY BÜLOW was founded in 2007 with the aim of introducing the world to high-quality Danish liquorice. They grew in popularity so quickly thanks to their go-to-market strategy of providing samples, working with the right partners and positioning the confectionery within luxury retail. The 2020 pandemic forced the closure of stores and retail concessions around the world, however, their eCommerce grew by over 280%.

eCommerce must haves

- Future-proof scalability to manage traffic peaks
- Customizable web shops to integrate with retail stores
- Extensibility to integrate third-party vendors

commercetools features for LAKRIDS BY BÜLOW

- Commerce in the cloud
- 100% headless backend
- Best-of-breed solution



Better Together

**commercetools as a
partner-first company**

Launch Partner Possibilities Program

As a partner-first organization, we are passionate to share the journey ahead with the market leaders that we work with. And to support all of our partners in the most effective way possible, we rolled out a new three-tier Partner Possibility Program. What sets our partner program apart is that membership cannot be purchased, meaning we truly value ability over size – and we're proud to join forces with partners on every scale to spread modern commerce solutions across every industry.



Get to know our closest partners

We wouldn't have reached the heights we have without the support of our truly world-class partners. Therefore, we'd like to take the opportunity to shine a spotlight on our closest allies and give a shout-out to the amazing feats they've helped us accomplish this year.



Google Cloud is a suite of cloud computing services that runs on the same infrastructure as Google. Alongside a set of management tools, they provide modular cloud services, including data storage, platform as a service and serverless computing environments.

Outstanding this year because ...

... they have allowed us to integrate deeper into cloud-native technology and widen the business of our global collaborations to support rapid expansion and innovation for joint customers. They have also opened global go-to-market opportunities, including making it easier for customers to run and scale commercetools on Google Cloud.



Providing a headless frontend platform for eCommerce, **Vue Storefront** is an API-first solution that can be connected with any third-party services while ensuring peak performance. They are the fastest-growing open-source eCommerce frontend.

Outstanding this year because ...

... they proved themselves to be a key strategic alliance for us. Vue Storefront contributed heavily to our pipeline and have brought us great wins, giving merchants the opportunity to build amazing frontend experiences that are future-proof – confirming that our two solutions represent a perfect match.

valtech_

Valtech is a global digital agency focused on business transformation. They enable clients to anticipate tomorrow's trends and connect more directly with their consumers across digital and physical touchpoints, while optimizing time-to-market and ROI.

Outstanding this year because ...

... they have three experienced commerce champions on their team, all of whom have completed a commercetools implementation project with customers Express, Sharper Image and Rogers Communications. Additionally, they support our sales team and goes the extra mile with assistance in sales cycles.

KIN + CARTA

A global consulting firm, **Kin + Carta's** strategists, engineers and creatives deliver end-to-end digital solutions for the enterprise. They specialize in commerce, application development and modernization, data analytics, and AI. K+C is also a proud Google Cloud partner.

Outstanding this year because ...

... they are leaders in driving joint demand generation with a number of virtual events sponsored by commercetools, plus they have created a focused alignment with Google.



Tacit Knowledge crafts sustainable software solutions that enable global brands to engage with customers and grow. Their approach has been to build a global team of highly vetted consultants and technologists that specialize in eCommerce.

Outstanding this year because ...

... they invested in their commercetools delivery team and set up a new partnership in the US with their new owners, Grid Dynamics. Together, we've also won three customers in the UK, US and Middle East, executed two successful webinars around their "Spark" accelerator and organized a charity cycling event that raised £25,000 for cancer research.



Novicell helps companies develop, maintain and improve their digital business. They have strategic and technical skills with a team of over 300 developers, strategists, designers and marketing specialists who help clients best meet their specific business needs.

Outstanding this year because ...

... they have already helped us sign four new customers in only our first year of partnership. Each one of these new clients were sourced by Novicell and each are currently being implemented by Novicell. They showed a very high knowledge of composable technology and were key to helping us close each of the deals.



Aries Solutions is an expert in headless cloud-based eCommerce transformations. From analysis to advice, procurement, installation and of course ongoing support for IT components, Aries Solutions offer everything from a single source.

Outstanding this year because ...

... they offer their support to other solution implementer partners and are willing to be a resource for other commercetools agencies for technical/training support given their wealth of experience with us. Although they are currently a Select level partner, they strive to become a Premier partner in 2022 by growing their technical team.



ChangeCX is a full-service omnichannel firm specializing in innovative solutions for retailers and brand manufacturers. What's truly unique about ChangeCX is that each team member has 20 years of experience working with some of the largest retailers in the world.

Outstanding this year because ...

... they continually bring our team new opportunities using a joint sales approach. ChangeCX collaborates with individual sales reps on building pipelines and developing creative co-marketing initiatives and campaigns. They are also in the process of developing an accelerator, indicating their deep level of investment in commercetools.



Accenture is a global professional services company with capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across over 40 industries, they offer strategy and consulting, interactive, technology and operations services.

Outstanding this year because ...

... they helped us to secure our second deal with the Casino brand in France. A big part of our success with Accenture is due to David Thieffry, Senior Manager at Accenture Interactive, who is leading commercetools promotions. With his help, along with the rest of the team, we are looking forward to landing more deals and pushing the “monolith to MACH” vision.



As a digital full-service company, **Incentro** helps clients to become more innovative, efficient and sustainable by implementing the newest technologies. The result? Digital breakthroughs, with which organizations make an impact in the (digital) world.

Outstanding this year because ...

... they have been dedicated to being the true ambassadors of commercetools in Spain for almost one year. The team at Incentro is always pushing for commercetools and bringing awareness to the MACH alliance.





Since 1995, **Diconium** has been supporting companies and brands throughout the entire process of digital transformation. Their services cover everything from innovation and strategy, UX, data and AI to commerce and technology solutions.

Outstanding this year because ...

... they are always advocating for commercetools and MACH, which has led to us signing four new customers this year in the DACH region. They also offer their own commercetools Telco Accelerator Kit to facilitate easier integration and, along with their fast-growing delivery team, has their own trainer program to extend commercetools delivery.



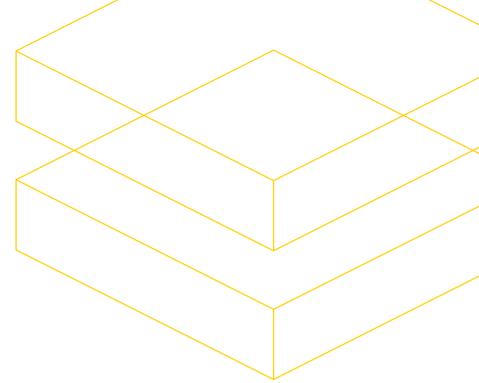
Mindcurv creates digital solutions that enable organizations to impact the experiences of their users. They lay a foundation of technology, infrastructure and processes, on which companies can further develop their digital capabilities

Outstanding this year because ...

... they have their own B2B commercetools Accelerator that has been very successful with serving large-scale businesses. Mindcurv has also helped us win over five big customers – four in the DACH region and one in the Netherlands – and they also support us with joint marketing campaigns.

What they are saying

World-Class Partners



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When commercetools emerged as an API-led eCommerce platform purpose-built for headless and composable commerce, it was just what we were waiting for. commercetools' cutting-edge approach underpinned by sound governance and delivery helps brands scale digitally, cost-effectively and meet their customers' expectations.

— ROSS HUMPHREYS, GLOBAL PARTNERSHIPS DIRECTOR AT TACIT

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commercetools is API-first and “headless believers” – just like us. But it's the people in commercetools across all teams that we had the pleasure to work. Thanks to them, every process is smooth, result-oriented, and above all, effective.

— PATRICK FRIDAY, CEO AT VUE STOREFRONT



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Best-of-breed technology, direction of the market, experience and credibility – all of these factors make working with commercetools a pleasure. Now, our partnership is really starting to get to a place where we're co-selling, which is not only of huge value to clients but both our organizations as well.

— ALLISON LUPERCIO KOCH, VICE PRESIDENT, STRATEGIC ALLIANCES AT VALTECH

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Our partnership with commercetools is very different from our other partnership. In other partnerships, we are limited by that vendor's product offering or their perspective on the market. With commercetools, neither the partner nor the customer is limited by what the commerce platform can provide.

— AUSTIN LOWRY, CHIEF STRATEGY OFFICER AT CHANGE CX

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commercetools is one of the leading headless platforms in online retail. Through our cooperation, online merchants who run their store on the commercetools platform can now easily extend their payment functions with our solutions.

— RALPH PIATER-FRANKENFELD, COUNTRY MANAGER DACH AT CHECKOUT.COM



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Commerce is happening everywhere, and shoppers expect online and offline experiences to be connected. Our partnership with commercetools will enable brands to design their commerce experiences around what consumers want to buy, where they want to buy and when they want to buy it.

———— YVAN BOISJOLI, CEO AND CO-FOUNDER AT BOLD COMMERCE

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commercetools has developed a visionary product that defines new standards – this is key to going the extra mile for our clients. By now, commercetools is the quasi-standard for modern, future-oriented, enterprise-level commerce. This, besides offering great tech our people like to work with, is a great motivator and helps us to attract talent.

———— MICHAEL SOMMER, DIRECTOR PARTNER MANAGEMENT AT DICONIUM

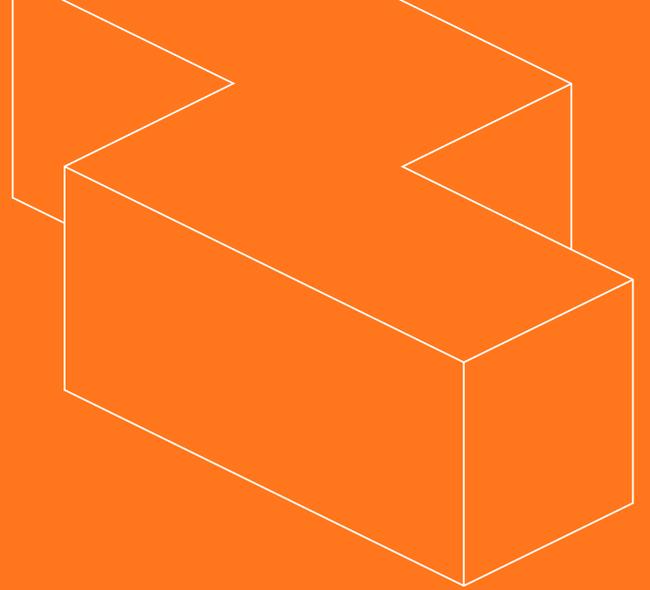
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The changing requirements of our customers in terms of functional flexibility are perfectly covered by commercetools. We can, thus, build for our customers a solution perfectly tailored to their individual requirements based on a microservice-oriented architecture. We see great potential for joint growth in the US, India and China.

———— MARKUS TILLMANN, EXECUTIVE VICE PRESIDENT AT MINDCURV GROUP

2021 Walk-Through Milestones





Outlook

What We Will Do

commercetools on its way to becoming a portfolio company

by **Kelly Goetsch**, Chief Product Officer at commercetools

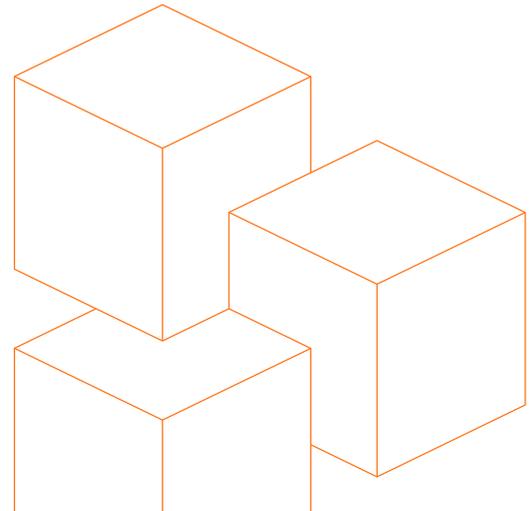
Frontastic is the first of a larger portfolio-based strategy we at commercetools are adopting.

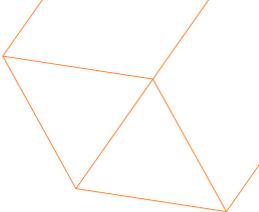
A portfolio is where we have one company strategy, culture and so on, but many products that are each market-leading on their own, built on their own, brought to market on their own, and very loosely coupled via events and APIs. Customers can buy one, some or all of our products and still get the same MACH-based experience. Leaders of these new products are essentially mini CEOs of their respective products and are evaluated on the strength of their standalone product rather than the strength of the overall product line. This allows each product team to go deep, as we've done to date, while also, as a company, offer a breadth of products that we have historically not had.



Until Frontastic, we've basically offered only one product in our eight years on the market. We will always offer our core product as-is today (basically a collection of APIs) but we will increasingly be offering individual pieces of our platform as standalone, sellable products. For example, we have a solid PIM that's easily usable as a standalone, market-leading product. Many organizations just want to start with a PIM, or some other granular piece of our platform. That's the beauty of composable commerce – easily mix and match different components from different vendors.

We will never compromise on our commitment to MACH, and we'll never bring a product to market that's not leading in its own category. Products will be competitive standalone, and they will each have their roadmaps, release cycles, product leaders and more.





Outlook: Product Roadmap game plan for the year ahead

by **Kelly Goetsch**, Chief Product Officer at commercetools

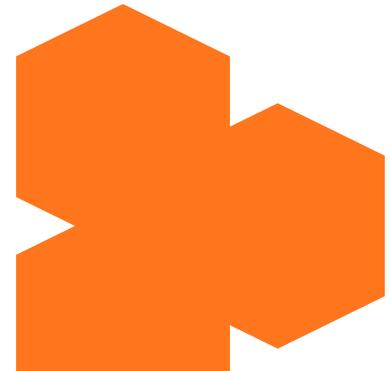
From an organizational standpoint, 2021 has been a year of change. We've introduced the role of engineering manager, more than doubled the size of our agile coaching team, moved UX design into the product organization and perhaps most impactfully, we've split up our 18 teams into four vertical product groups that roughly map back to individual products we'll be taking to market. We've also established two new fully vertical and independent teams in the US and have started to build out an entire development center in Valencia, Spain. These changes will allow us to accelerate our development and complement our company's portfolio strategy as we look forward to 2022.

In 2022, we plan to make most of our investments in our existing commerce platform. Features like having a standalone pricing endpoint, finishing store-based assortments of both products and variants, adding an order archive feature, improving our /me endpoints, adding additional discount types and generally adding dozens of small features are all on our roadmap.

We'll also be spending some time on what we call "ities" internally – extensibility, scalability and security. Let's start with extensibility. We will imminently be releasing support for AWS EventBridge, which makes it easy for different SaaS vendors to seamlessly exchange events. We'll also spend time making our Merchant Center even more flexible than it already is. Next, we're in great shape with overall platform scalability. But we have some work to do with orders, both in terms of the number of products per order and the number of orders per project. We currently support 100 products per order, with many going beyond that on a case-by-case basis. We are working to support thousands of products/orders. Furthermore, we're looking at supporting tens and possibly hundreds of millions of orders per project. In terms of security, we're working through all the various audits required by our customers, including ISO 27001.

Finally, we're planning on expanding the cloud locations we serve from. Today, we serve from US Central (AWS and GCP), Europe North (AWS and GCP) and Australia (GCP). We will soon run on GCP in Asia and AWS in China. Given all the new business we've been doing in APAC, these two new locations will greatly help those customers.

We'd love for you to get involved. Join our User Research Program, ask your customer success manager for a roadmap briefing (where we welcome your input), participate in our customer advisory board meet-ups as we have them and always feel free to drop us an email.



Another year is coming to an end, and as in years past, we would like to raise a toast to all of you with whom we've had the pleasure of working with.

You and your teams have tackled tremendous challenges this year with an innovative and pioneering spirit.

Your ideas are what keep pushing us forward to deliver limitless possibilities.

We had the honor of helping world-renowned brands and retailers digitally transform and tackle new commerce projects that led to impressive business growth – none of which would have been possible without the collaboration and expertise of our esteemed partner and innovative customer network.

THANK YOU and CHEERS TO YOU!

We wish you and your family a happy and healthy holiday season and a happy new year.

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