



# commercetools vs. Salesforce

Enterprise commerce decision guide



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# Why are companies switching from Salesforce to commercetools?



Salesforce has built a strong reputation for its expansive software suite. The well-known vendor offers businesses a unified ecosystem that integrates commerce, CRM, CMS, search and more — all promising seamless compatibility and centralized control.

But in practice, this vision of a tightly integrated, all-in-one platform often falls short. The result is a commerce environment that can be rigid, complex to manage and increasingly difficult to scale. As customer expectations evolve and digital operations grow more sophisticated, businesses find themselves constrained — slowed down by heavy dependencies, limited flexibility and mounting technical debt.

For ambitious enterprises managing multiple brands, regions and channels, a solution that connects systems and empowers innovation, speed and adaptability at every level is needed.

## Enter commercetools.

commercetools is a leading enterprise commerce platform built on a composable architecture, designed to adapt, scale and evolve with the needs of modern businesses. It enables organizations to choose and integrate best-of-breed tools, orchestrate dynamic experiences across touchpoints and innovate without compromise.

If your business is reassessing its commerce foundation, here's why more brands are making the switch from Salesforce to commercetools — and how that move can unlock faster growth, better performance and long-term agility.



# Forward-thinking businesses that made the switch

**APG & Co.**  
THE BRAND ASSEMBLY

The Australian fashion group that controls brands Sportscraft, SABA and JAG, [APG & Co.](#), struggled with product launches running behind schedule and slow sprint cycles. The closed Salesforce ecosystem made it difficult to hire developers familiar with the platform, hindering innovations on the frontend experience. High license fees and operational costs also strained resources.

APG & Co. moved to commercetools — and saw immediate results. The group was able to elevate the customer experience without constraints or highly specialized developers, boosting innovation while **reducing technology operating costs by 35%**. The company also **reduced technical customer support by 60%**.



**35%**  
tech  
operational  
costs  
reduced.



# CHRONEXT

Luxury watch marketplace [CHRONEXT](#) outgrew its Salesforce-based legacy stack, which was slow, costly to update and lacked mobile responsiveness. The platform's performance issues — slow load times and poor UX — led to cart abandonment, while even minor changes demanded significant effort and expense.

With commercetools, CHRONEXT launched a new marketplace in just three months, modernizing its CMS, search and mobile experience. The redesigned store, powered by commercetools Frontend, **boosted site speed by 300%, improved SEO by 40% and increased conversions by 10%.**

**Developer productivity rose by 80%**, thanks to reduced dependencies and streamlined workflows. With Frontend Studio, commercetools' site builder, teams across departments can now update content quickly and independently, driving both agility and efficiency.



**300%**  
faster  
eCommerce  
site.



# 3 key advantages commercetools has over Salesforce

## 1. Flexibility and agility



**commercetools** delivers true flexibility with an open, tech-agnostic architecture that supports extensive customization and integrations, ready to support complex use cases without vendor lock-in.

**Salesforce's** tightly coupled, acquisition-heavy architecture limits flexibility, requiring full-suite adoption and certified developers for updates.

## 2. Scalability



**commercetools** is built cloud-agnostic with a microservices architecture, delivering high availability, robust SLAs and seamless B2B/B2C integration — all on one platform.

**Salesforce** implementations often suffer from slow performance, as the vendor has only partly moved to cloud-native architecture. Fragmented B2C and B2B solutions hinder unified commerce.

## 3. Business value













**commercetools** drives growth with a unified platform that ensures the best pay-off for your business. The result: Rapid innovation and lower total cost of ownership (TCO) at enterprise scale.

**Salesforce** enables quick time to market for standard setups, but costs quickly climb due to upgrade fees, AI-related price hikes, costly customizations and reliance on specialized developers.



# Deep dive: Flexibility and agility



<b>Use case breadth</b>	 <p>commercetools excels in empowering highly customized experiences across innovative use cases.</p>	 <p>Salesforce offers a more “out-of-the-box” suite that works well with more straightforward use cases.</p>
<b>Tech-agnostic</b>	 <p>commercetools provides modern developer tooling and tech-agnostic infrastructure for maximized flexibility and freedom of engineering.</p>	 <p>Salesforce locks customers into its ecosystem, requiring the use of its proprietary tools and certified developers for implementation and updates.</p>
<b>Extensibility</b>	 <p>commercetools offers exceptional flexibility with a tech-agnostic, extensible architecture — spanning data models, APIs, events, and the Merchant Center — making it ideal for scalable, tailored solutions beyond out-of-the-box features.</p>	 <p>While increasingly adding headless and API capabilities, Salesforce primarily extends within its established framework and proprietary development ecosystem.</p>
<b>No vendor lock-in</b>	 <p>Through its MACH® (Microservices, API-first, Cloud-native, Headless) architecture, commercetools virtually eliminates vendor lock-in.</p>	 <p>Salesforce carries a vendor lock-in risk due to its proprietary nature, deep integrations and the significant investment required for implementation and customization.</p>
<b>AI capabilities</b>	 <p>With Commerce MCP and AI Hub, commercetools delivers an AI-first, composable platform that enables smarter automation, personalization and agile commerce experiences.</p>	 <p>Salesforce’s AI often underdelivers: It’s buggy, poorly documented and lacks real impact. Moreover, the vendor has increased prices to cover increasing AI integrations and features by an average of 6%.</p>



# Deep dive: Scalability



<b>Cloud-agnostic infrastructure and multi-cloud</b>	<p>😊 commercetools operates a cloud-native infrastructure powered by leading cloud providers like Google Cloud Platform and AWS. The result: Flexibility, scalability and enhanced security.</p>	<p>😞 Salesforce has been actively transitioning to cloud-native through Hyperforce, but the vendor hasn't yet completed this migration.</p>
<b>Maintainability</b>	<p>😊 commercetools APIs are modular and versionless, meaning they are designed to evolve without introducing breaking changes. This allows both REST and GraphQL APIs to coexist and remain compatible with the platform's core functionality.</p>	<p>😞 While providing regular updates, Salesforce generally has a more traditional API versioning strategy that may require more active management of integrations and custom code.</p>
<b>Reliability and resilience</b>	<p>😊 commercetools' microservices architecture and cloud-native design prioritize reliability and resilience, ensuring high availability and performance backed by SLAs offering at least 99.9% uptime.</p>	<p>😞 Large Salesforce implementations often suffer from performance issues, such as sluggish search and slow site speeds.</p>
<b>Unified commerce</b>	<p>😊 commercetools' unified catalog and flexible store and channel management support seamless B2B and B2C operations from a single platform, enabling efficient multi-brand, multi-region, and omnichannel commerce. Real-time data exchange and a robust InStore solution ensure smooth execution of complex scenarios.</p>	<p>😞 Despite various announcements, Salesforce B2C Commerce still runs separately from its B2B and D2C offerings. While omnichannel features are solid, the POS and commerce systems remain disconnected, making unified commerce hard to realize. Even feature-rich solutions like PredictSpring require complex, costly integrations and offer limited flexibility.</p>



# Deep dive: Business value



## Fast time to market/value



commercetools accelerates time-to-market by offering pre-composed, opinionated solutions for quick launches through Foundry for B2C Retail and B2B Manufacturing. These solutions provide the flexibility of composable commerce and streamlined frontend development.



Salesforce can deliver faster initial time-to-value, but primarily for standard commerce setups, due to its out-of-the-box features and integrated ecosystem.

## Lower TCO



commercetools delivers a lower total cost of ownership with flexible, modular pricing and faster implementations. Its tech-agnostic architecture eliminates the need for specialized proprietary expertise.



Salesforce's architecture drives up TCO with costly upgrades, integrations and third-party add-ons. Its opaque tiered pricing makes cost prediction difficult, especially for businesses running multiple models.



# Industry recognition



**2025 Gartner® Magic Quadrant™ for Digital Commerce**



commercetools is recognized as a Leader for the fifth consecutive year.



Salesforce is recognized as a Leader.

**2025 Gartner® Voice of the Customer for Digital Commerce**



commercetools named as a Customers' Choice with an impressive 89% "willingness to recommend" score.



Salesforce had lower scores than other vendors, ranking in the less-performing category ("Aspiring" in both user experience and user interest and adoption).



**Paradigm B2B Combine 2025 Digital Commerce Solutions (Enterprise Edition)**



commercetools is a top performer with 12 medals across the evaluated 12 categories, including 8 gold, 3 silver and 1 bronze medals.



Salesforce B2B Commerce is a top performer with 12 medals across the evaluated 12 categories, including 8 gold and 4 bronze medals.



# commercetools: The clear choice for enterprises



## Unlimited extensibility and customization

- Expand and tailor functionalities beyond out-of-the-box features, thanks to its API-first approach, flexible data model and B2B and B2C (and in-store) capabilities on a unified platform.



## Unified commerce handles multiple channels, brands, business models and countries

- One platform that centralizes data across customers, products, inventory, and more, enabling true unified commerce.
- Retailers can replace their POS (point of sale) systems and eliminate data duplication and siloes.



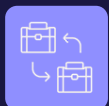
## Limitless scalability

- Automatic scaling and enhanced security through leading cloud providers to manage customer surges without performance loss.
- Multi-store setups for easy internationalization and expansion.



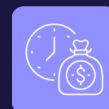
## Agentic AI leadership

- Native, deep AI capabilities for intelligent automation and real-time personalization through Commerce MCP and AI Hub.



## Native enterprise-level B2B capabilities

- Organizational modeling through granular permissions and roles, collaborative buying and buyer approval flows.
- Order and processing purpose-fit for enterprises with recurring orders, inventory management at scale, and more.



## Implementation, costs and beyond

- Accelerated time-to-market and operational efficiency through pre-composed solutions, accelerators, etc.
- Open, tech-agnostic ecosystem with no vendor lock-in.
- Predictable pricing (no fixed subscriptions, revenue shares or hidden fees) and lower TCO (total cost of ownership).

# Ready to get started?

## Create your MVP or POC

Take advantage of our free 60-day trial and get a glimpse of how commercetools can work for you.

[Your free trial →](#)

## Get in touch

Contact our team of commerce experts and tell us about your business goals, so we can advise you on next steps.

[Schedule a call →](#)

## About commercetools

For global enterprises, commercetools provides the leading AI-first digital commerce platform, delivering unmatched revenue growth and performance. Our modular, scalable technology is the foundation for innovation — from agentic commerce to conversational experiences — giving businesses the flexibility to respond to changing business needs fast and with confidence.

By removing the constraints of legacy systems, commercetools enables enterprises to realize new opportunities faster, meet the evolving demands of their customers, and expand across offline and online channels, regions, brands and business models without compromise.

More information at [commercetools.com](https://commercetools.com).

