commercetools
Next generation commerce

commercetools Feature Guide:
Work with, not around, your commerce platform.

www.commercetools.com

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Introduction

The world of commerce, like the general software landscape, has seen massive shifts in recent years. Businesses have been racing to innovate in today's extremely crowded and competitive world. [Headless has gone mainstream](#) and the boom of businesses looking to undergo digital transformation has no end in sight. commercetools has also shot up the ranks, going from contender to market leader in the commerce platform space within a matter of three short years.

commercetools is the go-to choice of many enterprises around the world. Our cloud-native, headless commerce platform provides businesses with the building blocks for the post-web era.

Own Your Customer Experience with Modern Commerce

The commercetools platform, like many other modern, best-of-breed enterprise solutions in the CMS, CRM and other spaces, was built for current and future needs in mind. Unlike the lumbering, monolithic software suites of yesterday which are expensive, difficult to work with and poorly scalable, commercetools is nimble, flexible, scalable and highly extensible. You're able to build a customer experience that fits your business' needs perfectly, almost as if you had it custom-built — without the extensive time and financial costs, and giant development teams needed for an actual custom in-house solution.

Functionality for product catalogs, orders, customer profiles, promotions and discounts, plus business administration tooling, and more allows our single platform to cater to enterprise commerce needs. The easy ability to add integrations and extensions from our extensive tech partner network, or even develop your own thanks to our comprehensive extension features and user-friendly documentation, allows commercetools to cover a range of use cases even broader than what its out-of-the-box feature set suggests.

About commercetools

commercetools is a next generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. Our leading-edge API approach helps retailers create brand value by empowering commerce teams to design unique and engaging digital commerce experiences everywhere – today and in the future. Our agile, componentized architecture improves profitability by significantly reducing development time and resources required to migrate to modern commerce technology and meet new customer demands.

The innovative platform design enables commerce possibilities for the future by offering the option to either use the platform's entire set of features or deploy individual services, á la carte over time. This state-of-the-art architecture is the perfect starting point for customized microservices, enabling retailers to significantly reduce time-to-market for innovative commerce functionalities.

With offices in Germany and the United States, B2C and B2B companies from across the globe including well-known brands across many industries, including fashion, food and retail, trust commercetools to power their digital commerce business.
Visit www.commercetools.com for more information.

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