



Blueprint for a Modern Commerce Architecture™

An overview of templates for deploying commercetools

Table of Contents

Executive Summary	3
Blueprint for a Modern Commerce Architecture™	4
Business Issues	4
Cloud Transformation	4
Continuous Integration/Continuous Deployment: End-to-End Ownership	5
Microservice/API/Event-Based Architecture	6
Why Monoliths with APIs Added on Do Not Work	7
Omnichannel Consumer and Corporate Applications	7
Omnichannel Delivery and the Customer Experience	8
Solution: Create Your Own Cloud-Native Architecture	9
Proven Methodology to Rapidly Build, Test and Deploy	10
What is in the Blueprint?	11
Architectural Strategy of the Blueprint	12
Blueprint Offerings	13
Blueprint GCP PaaS	13
Blueprint K8s	14
Operational Components	15
Getting Started	15



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 to 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, as well as presence across general Europe and Asia Pacific/Oceania, 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.

Contact Us

Europe - HQ

commercetools GmbH
Adams-Lehmann-Str. 44
80797 Munich, Germany
Tel. +49 (89) 99 82 996-0
info@commercetools.com

Americas

commercetools, Inc.
324 Blackwell, Suite 120
Durham, NC 27701
Tel. +1 212-220-3809
mail@commercetools.com

www.commercetools.com

Munich - Berlin - Jena - Amsterdam - London - Durham NC - Singapore - Melbourne

