



Reference architecture for Google Cloud and commercetools

Executive Summary

In today's digital and tech-driven environment, it is essential to think about your business and the associated digital infrastructure that plays a role in letting you thrive. Digital transformation is advancing steadily across many countries, organizations, and institutions. Inversely, monolithic platforms and architectures have become increasingly obsolete for being unfit to serve the growing business needs of today. However, some organizations still harbor uncertainty when it comes to parting with old but tested systems in favor of investing in new solutions that have the potential to serve their needs much better – but that they are unfamiliar with. It is, after all, a bold step for organizations that are not already on the leading edge of tech. For them, it is essential to find a solution that prepares a company for the future, and it should be flexible, state-of-the-art, open, and easy to adapt.

commercetools has been providing its customers with the building blocks for the new digital commerce age for several years now with its real cloud-native commerce platform. But even beyond eCommerce, the services provided are being used now, as examples from the automotive industry show.

By choosing the Google Cloud Platform, commercetools' developers can focus on developing new features, allowing customers to create eCommerce solutions that meet their specific needs. The Google Cloud Platform provides developers with all the tools they need to build a high-quality product. It doesn't matter if you use a particular cloud for your project and product, but commercetools and Google strongly recommend Google Cloud Platform (GCP) with its CI/CD tools, API management capabilities, frontends, extensions, etc.

In this white paper, we would like to explain why GCP and commercetools are the best match.

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About commercetools

commercetools is the world's leading platform for next-generation B2C and B2B commerce. To break the market out of being restrained by legacy suites, commercetools invented a headless, API-first, multi-tenant SaaS commerce platform that is cloud-native and uses flexible microservices. Using modern development building blocks in a true cloud platform provided by commercetools, customers can deliver the best commerce experiences across every touchpoint on a large scale.

Founded in Germany in 2006, commercetools has worldwide offices spanning the US, Europe and Asia Pacific, with a customer base of Fortune Global 500 companies across industries.

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