

COMMERCE TOOLS

# Fact Sheet

<b>Company name</b>	commercetools GmbH
<b>Industry</b>	SaaS; Platform Operator; eCommerce/digital commerce
<b>Product</b>	Operating system for digital commerce; True cloud infrastructure for global commerce solutions

FOUNDING  
**2006**OPERATIONAL LAUNCH  
**2011**MARKET LAUNCH  
**2013**

<b>Founder</b>	Dirk Hoerig, CEO and Co-Founder Denis Werner, COO and Co-Founder
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<b>No. Employees</b>	<b>&gt; 350</b> employees worldwide	<b>40+</b> nationalities	<b>40%</b> women	<b>25%</b> women in tech roles
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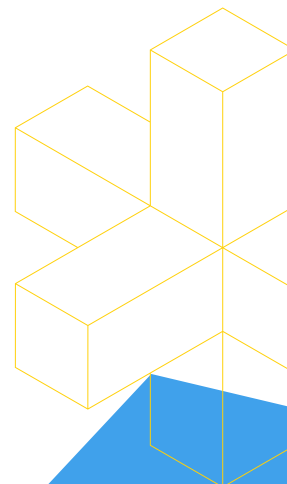
<b>Locations</b>	<b>Europe:</b> Munich (HQ), Berlin, Jena (DE), Amsterdam (NL), London (UK), Zurich (CH) <b>USA:</b> Durham (NC) <b>Asia Pacific:</b> Singapore (SG), Melbourne (AU)
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## Financials

Investors

[Accel](#), [Insight Partners](#), [Rewe Group](#)

Investments

Total Funding Amount: 300 Million USD  
(approx; September 2021)Details see [Crunchbase](#), [Press Release Insight Partners](#),  
[Press Release Accel](#)

## Customers

**> 250**

(June 2021)

**20%**

Forbes Global  
2000 companies

**10%**

of the 100 most  
valued brands

### REF. CUSTOMERS

AT&T, BMW, Baby Bunting, Berlin Brands Group, Breville, Burberry, flaconi, GrandVision, John Lewis & Partners, LEGO, MSC, Purple, Restoration Hardware, Vistaprint (Cimpress Group), Volkswagen, WaWa

## Purpose

commercetools empowers global companies and brands to create innovative, powerful and highly customized digital commerce solutions to build a profitable, sustainable brand.

We enable our customers to overcome the limitations of traditional, monolithic commerce solutions by providing a flexible and scalable catalog of composable components. This allows our customers to innovate quickly, adopt new channels and digitalize all business models. Our cloud-native technology, with globally distributed hosting facilities, provides hyper-scale, even for the largest companies.

## The company commercetools

As the world's leading platform for next-generation B2C and B2B commerce, commercetools provides modern technology that enables businesses to overcome the limitations of traditional commerce platforms. In 2013, we introduced a modular, API-first, cloud-native commerce platform that utilizes microservices to give businesses the flexibility and speed they need to deliver exceptional digital commerce experiences. That innovative solution, known today as "Headless Commerce" has become the foundation of modern technology systems.

Established in Munich, Germany, commercetools now has offices across the US, Europe and Asia Pacific, and employs over 300 people. Its software has been implemented by Fortune 2000 companies across multiple industries, from retail to manufacturing, to telecommunications and fashion.

## Contact

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