What makes for a successful online storefront.

What suits your business best?

Beyond the industry clichés and into the practicalities.

Everyone talks about how essential it is to provide customers with rich and intelligent experiences, seamlessly across a proliferation of channels. We're continually reminded that shopping behaviours constantly change, and that you need to innovate to stay ahead of the game.

But opinion is often divided on how to achieve this.

What kind of commerce platform makes for the most successful storefront? One that's able to scale rapidly with rising demand, adapt quickly to ever-changing business requirements, and keep up with new innovations.

A little technical objectivity can be a powerful thing.

Technical skills are becoming more prevalent in business units and business insights are becoming more developed in IT. As Gartner recently noted, businesses that focus on collaboration across technical and business units will be best equipped to increase revenue while driving costs down.[1]

Commerce in particular, is a more technical sales process and operational situation than many other solutions. Bringing IT and business objectives together is the way to win.

The answer is a hybrid approach.

Whether it's by design or accidental evolution, most storefronts are built in one of two ways.

Most common is the Monolithic approach. A single application that's built all at once. It may have cost less to deploy and maintain due to its tightly coupled structure, but it lacks flexibility. Platforms like this can be difficult to adapt and bring in new features across different touchpoints.

Others have taken a Microservices approach. A platform made up of lots of small applications, such as search, catalogue, media assets. Great for best-of-breed functionality. But it can create a complex web of services that don't integrate or communicate easily with each another. So there can be a high cost and a high demand on internal IT resources.
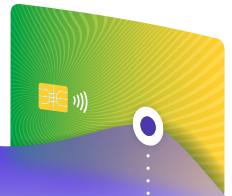
But neither support change especially well.

To keep pace with digital expectations, businesses need flexibility, fast time to market, and low total cost of ownership (TCO).

It makes much more sense to take a hybrid approach. Keep some core components of your platform as a traditional, coupled architecture. Retain these out-of-the-box services at the centre of the platform and then add modular features based on specific business needs.

You're then better placed to make ecommerce technology decisions in line with customer use, business impact, and how it places your brand for the future.

A hybrid approach provides greater value.

With this kind of approach, a set of services is purchased and bundled from a single organisation. Not only does a hybrid approach lower technical requirements and TCO, but it also reduces the need for complex integrations across services from different vendors.

It's 'headless commerce,' where the front and back ends of the system work separately, so you can make changes fast, without making your IT teams delve deep into your platform. And as a result, you can harness opportunities and build innovative services in a much more efficient and timely manner, for a quicker competitive edge.

> **"** It's just a matter of adding the right pieces to the puzzle and leveraging the system's functionality that already exists, while being able to grow rapidly.
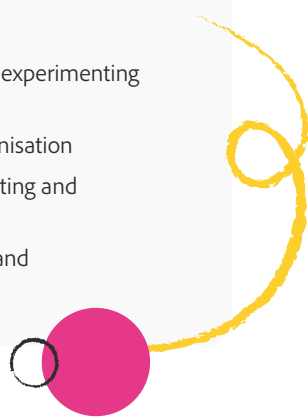
Tory Brunker
Senior Director of Product Marketing, Adobe

While this flexible architecture future-proofs commerce needs, having a single vendor delivers additional value through prebuilt integrations, shared services and support, ease of upgrades, and regular updates that occur seamlessly across the platform.

Better for business leaders

- React faster to customer, business and market needs
- Quickly address changing customer preferences while experimenting with new ways to differentiate the business
- Greater efficiency with a single login and support organisation
- Decrease reliance on developers and empower marketing and merchandising teams
- Maintain a shared dataset for experience consistency and consolidated reporting

63.1%

According to 451 Research[2] **63.1%** of organisations are very interested in working with a single provider with a full suite offering for their ecommerce business. Only Adobe Commerce has this.

For many, this option aligns most closely to the budget and resources they have available.

As Patrick Toothaker, senior manager of product marketing at Adobe says, it's all about balance: "Most businesses don't have the technical skills in-house to operate a microservices-based or composable commerce platform," he says. "It's important to find the balance of unlocking agility and creating customised capabilities while not exceeding the costs to run the business."

As businesses build their ecommerce platforms, the advantages for both business and IT leaders are staggering.

Adobe Commerce in a nutshell.

Adobe Commerce is the world's leading digital commerce solution for merchants and brands.

With Adobe Commerce, you can build personalised, engaging shopping experiences for every type of customer—B2B, B2C, and hybrid—from **a single solution.**

It's built for enterprise on a scalable, open-source platform with unparalleled security, premium performance, and a low total cost of ownership. Businesses of all sizes can use it to reach customers wherever they are, across devices and marketplaces.

It's more than a flexible shopping cart system. It's the building block for business growth.
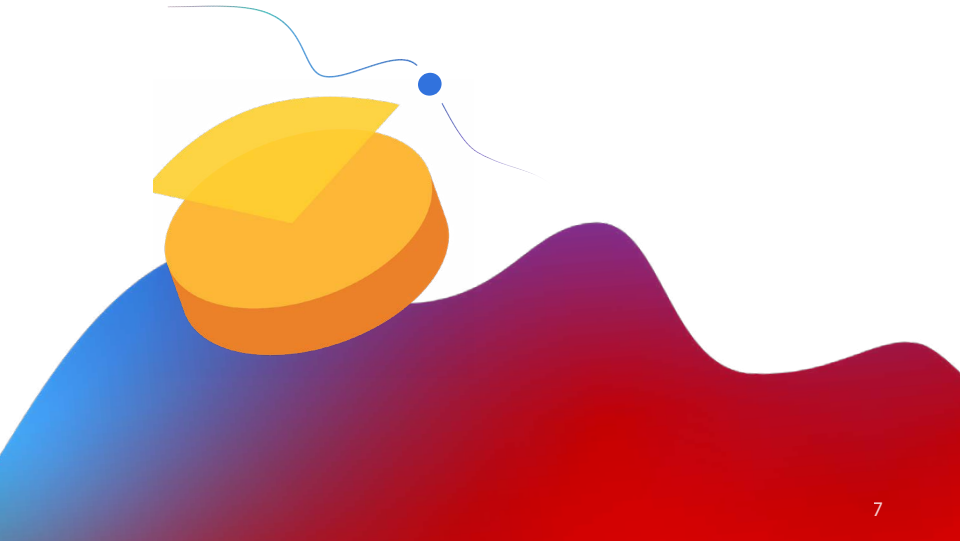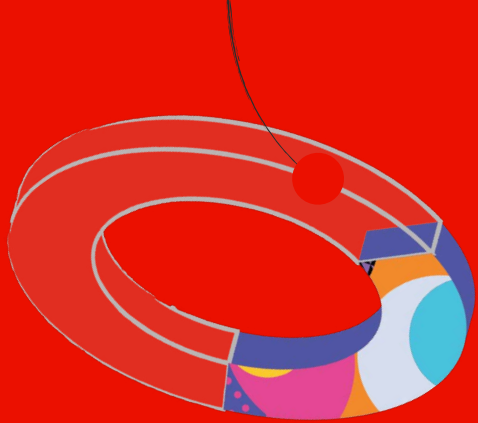
See how it could work for your business.

Explore how Adobe Commerce can help you build the storefront that's right for you and your customers.

[1] *"Hype Cycle for Digital Commerce, 2021" Gartner, July 13, 2021.*
[2] *"Voice of the Enterprise: Customer Experience & Commerce" 451 Research, 2021.*