



How IT can build a successful online storefront.

The best fit for your organisation.






Beyond the modernisation clichés and into the practicalities.

There's pressure across the business to continually update the storefront with more functionality across more channels. We're constantly reminded that shopping behaviours are changing and that the store needs to adapt quickly to stay ahead of the game.

But it's not easy.

If you're anything like 84% of IT leaders in B2B¹, you're not happy with your ecommerce solution. And it's probably no surprise that ongoing maintenance issues swallow up over **41%** of IT time.

So how can you meet these demands while fixing what's already in place?

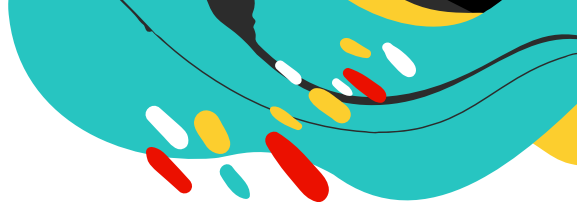


Recognition and teamwork is a good start.

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.²

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.



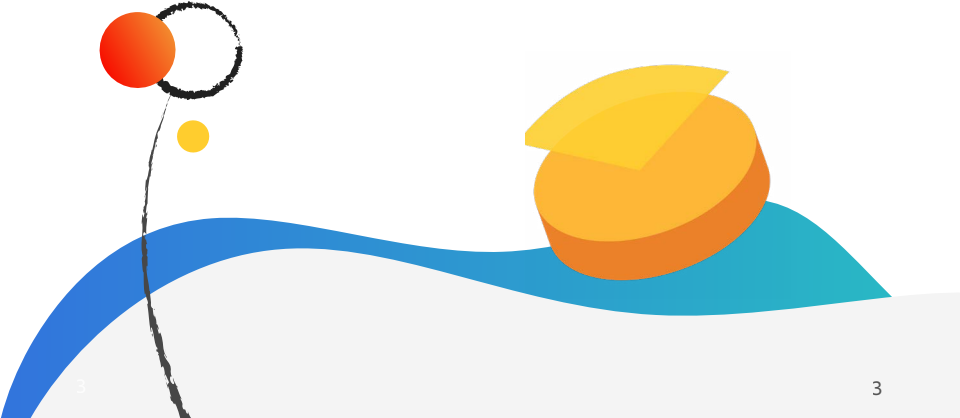


The answer is a hybrid approach.

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 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 the hybrid approach lower technical requirements and TCO, but it also reduces the need for complex integrations across services from different vendors.

To keep risks low, businesses need to choose a vendor whose core services are flexible enough for API-led integrations and customisation. That way, businesses can harness opportunities to quickly make changes in a headless system and build innovative services within the competitive ecommerce landscape.



“ By adding composable elements, the maintenance and the interconnectivity to grow are already built in. 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 IT leaders

- Update services faster and more easily than with a monolithic approach
- Lower burden on IT than a full microservices-based approach due to prebuilt integrations
- Flexibility to make the right technology decisions in line with business need, seamlessly integrating the platform with APIs
- A single source of support with service updates and releases

Delivery channels—web, mobile web, and apps

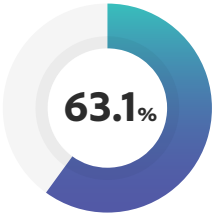
Front end and content delivery

Code and logic

APIs

Code and logic

Back end and content repository



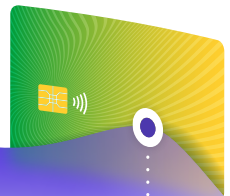
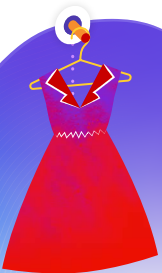
According to 451 Research³ **63.1%** of organisations are very interested in working with a single provider with a full suite offering for their ecommerce business. Only Adobe Commerce has this.



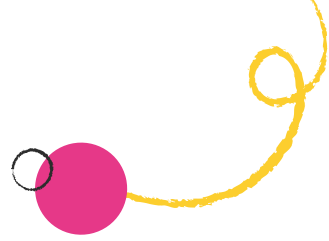
For many, this option aligns most closely to the budget and resources they have available.

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 fit in with you.

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

¹ "IT Leaders Outlook on B2B e-Commerce '22/23" Sapio Survey, July 19, 2022

² "Hype Cycle for Digital Commerce, 2021" Gartner, July 13, 2021.

³ "Voice of the Enterprise: Customer Experience & Commerce" 451 Research, 2021.



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