

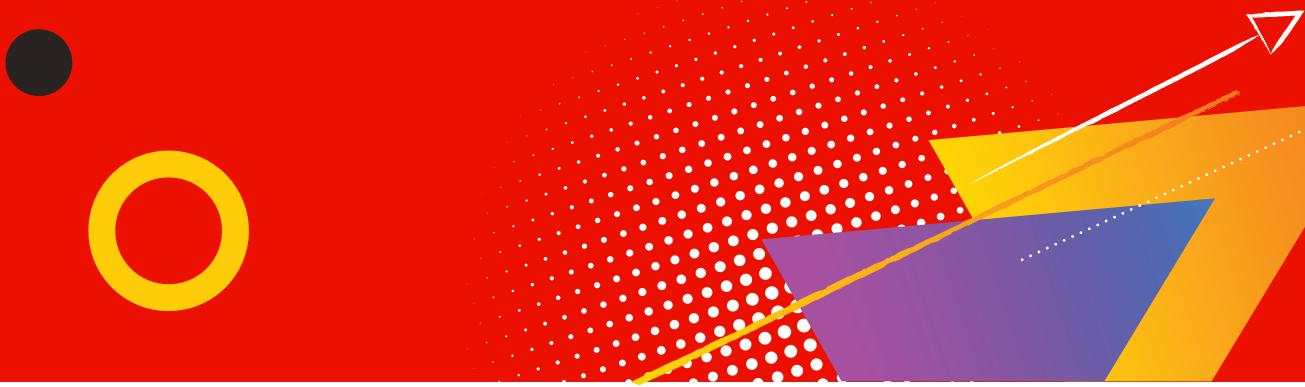


DIGITAL COMMERCE EXPERIENCES

# Adobe Commerce vs. Shopify

Selecting the best commerce platform  
for your business.





# The importance of choosing the right commerce platform

The right digital commerce platform can dramatically transform how you do business both online and offline. A fast, flexible, cloud-based solution delivers memorable customer experiences, streamlines your operational efficiency, and creates phenomenal growth opportunities.

**This guide explores five key areas for consideration as you search for a digital commerce platform for your business.**

# Experience-driven commerce

In today's online marketplaces, consumers aren't just looking to buy products—they want to experience engaging, immersive shopping environments. To satisfy these experiential demands, your platform solution must be flexible enough to continually offer innovative brand interactions.

## Adobe Commerce

## Shopify

- IT-free features like a drag-and-drop Page Builder, as well as Content Staging and Preview, allow you to create and deploy the unique brand experiences your customers expect.
  - A vast range of native extensions is available from Adobe Commerce technology providers, with over 3,600 options available via Adobe Commerce Marketplace to manage payments, tax, shipping, and more.
  - Sell complex, configurable products while enabling shopping experiences like buy online and pick up in store, pre-ordering, and ship from store.
  - Integrations with third-party digital tools like marketing automation systems, CRMs, and ERPs allow for additional customization and cohesiveness.
- Shopify environments are generated using rigid, standardized web templates that limit innovation, leaving you with a store resembling every other Shopify merchant.
  - Shopify extensibility and integrations with third-party solutions are less extensive than Adobe Commerce.
  - While some experiential elements can be modified, several of the most important customer interactions can't be customized, such as the checkout process.



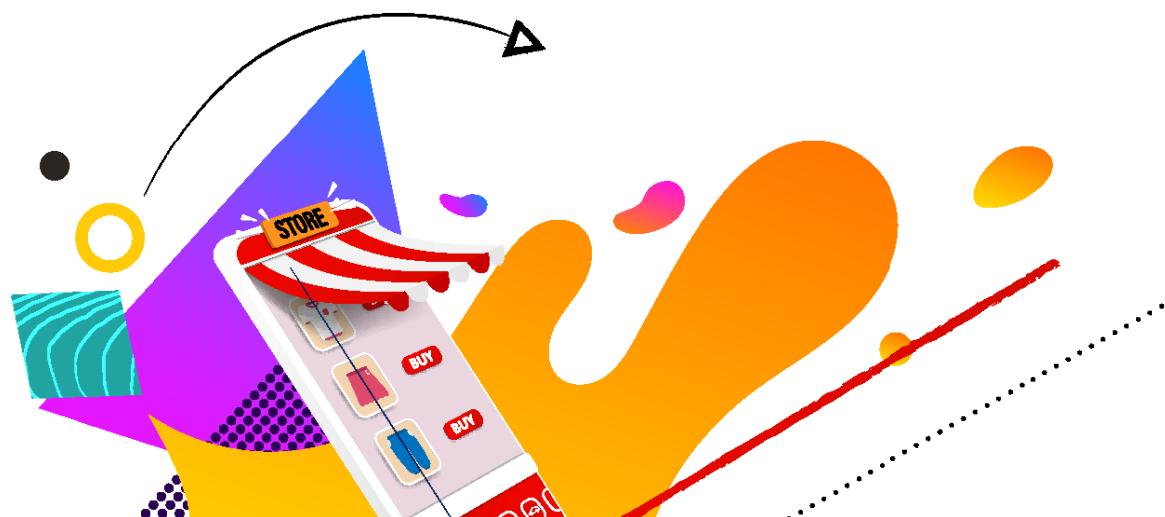
# Plan for future growth, today

Don't let a static commerce platform dictate your definition of a winning e-commerce experience. Search for a scalable solution with out-of-the-box features and functionalities that satisfy the needs of your growing business from day one.

## Adobe Commerce

## Shopify

- Designed for endless customization without imposing any limits on the features and functionality you can implement in the future.
  - Compatible with thousands of third-party solutions, allowing integration of additional digital tools that further enrich your customers' brand interactions.
  - Adobe Commerce enables rapid expansion—whether your business focus is B2B, B2C, or both—with dedicated stores for your brands that can be centrally managed without re-platforming or creating additional niche commerce platforms.
  - Easily enable cross-border expansion with full out-of-the-box localization, multi-language, multi-site, and multi-brand support, as well as integration with popular payment processors and shipping providers—all conveniently managed under a single instance.
- Many successful merchants find themselves quickly outgrowing Shopify's basic plans and are then forced to look for alternatives when scaling up and out.
  - Features required by large and growing companies, including order management, complex product catalogs, and subsite functionality, aren't supported by Shopify.
  - Since Shopify is engineered for B2C use cases, their template-based approach is unable to handle the complexities of B2B transactions and associated workflows.
  - Very few companies operating multiple sites at a global scale rely on Shopify.



# Delivering and managing your commerce experience

Delivering an unforgettable e-commerce experience is one part of the equation, but deploying and maintaining it is another. A commerce platform should have a strong, feature-rich infrastructure capable of efficiently managing daily operations while actively supporting your brand expansion efforts.

## Adobe Commerce

## Shopify

- Merchants can deploy several multilingual sites, accept local payment methods, and interface with global shipping providers—all centrally managed under a single Adobe Commerce instance and accompanying license.
  - Adobe Commerce Marketplace offers a wide range of high-quality extensions and optimizations tailored to specific business goals, from payment and fulfillment to customer support and marketing.
  - The flexibility of Adobe Commerce enables merchants to roll out their commerce experiences in phases and continually evolve their brand experiences over time.
  - Powerful features like Magento Business Intelligence and Magento Shipping significantly improve the operational agility of larger, complex businesses.
- While Shopify has expanded support for multiple languages and currencies, each instance supports only one language and currency, requiring additional costly licenses for multi-country or multi-brand merchants—each instance is also isolated and must be managed separately with its own database and content.
  - Shopify's smaller app marketplace means fewer readily-available commerce solutions, while some use cases may require additional custom coding, increasing complexity and time to market (assuming it's an area where Shopify even allows customization).
  - For customizable platform elements, Shopify uses a proprietary coding language with limited developer support, transforming site development projects—and even routine maintenance—into a difficult, costly process.
  - Shopify imposes limits on product attributes and catalog size, restricting its ability to service merchants with large, complex product sets or unique selling requirements (such as configurable goods).



# Performance considerations

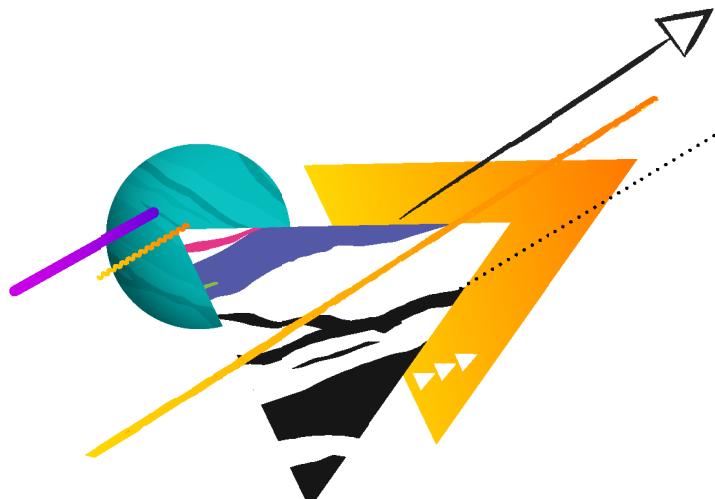
You wouldn't race someone with an underpowered engine, so why would your commerce platform be any different? When driving into all-new business territory, you'll need a scalable e-commerce solution that offers reliability and resilience at both the local and global levels.

## Adobe Commerce

- Powers more than 315,000 sites globally, with representation across a variety of industry verticals, including healthcare, beauty, home, fashion and apparel, electronics, sports, media, and more.
- Powers 70 of the top 500 companies on the internet retailer Top B2C e-commerce 500 list and 40 of the Top 300 B2B customers on the internet retailer B2B e-commerce 300 list.
- Adobe Commerce runs on Amazon Web Services, and with its global cloud infrastructure ensuring 99.99 percent operational uptime and scalability, you can deploy sites no matter where your business operates.
- Provides exceptional performance monitoring tools, letting merchants retain total control over their e-commerce environments with options to optimize and tailor their sites to specific business goals or deliver differentiated shopping experiences.
- Powerful business intelligence tools are included with Adobe Commerce that provide value-added insights to run your business efficiently.

## Shopify

- Shopify powers 10 of the internet retailer Top 500 companies.
- Shopify's multi-tenant architecture means peak demand on one merchant's Shopify store can, in turn, degrade the performance of other Shopify stores—including yours.
- Shopify's technology stack is locked down, leaving merchants with no way to monitor, manage, or optimize site performance, while data exchanged between its core app and add-on apps is throttled, potentially slowing site performance and degrading the customer experience during high-traffic periods.
- Shopify has basic reporting tools providing limited data analysis tools and insights.



# Getting the right assistance when you need it

Implementing, maintaining, and expanding a successful e-commerce business is something few can accomplish on their own. For those times when you require support, it's important to have the right talent readily available to offer assistance.

## Adobe Commerce

## Shopify

- Adobe Commerce is supported by the resources of more than 260,000 developers worldwide who are continually generating new innovations and functionality and available to help merchants create compelling, differentiated digital commerce experiences.
- A global community of solution partners, technology partners, and community insiders is available to address a wide variety of use cases and offer expertise in a range of services from site design, implementation, support, and merchandising to leveraging today's most innovative business technologies.
- Shopify's use of the proprietary Liquid language leaves a limited pool of developers equipped to help on projects and implement sites.
- Shopify has a smaller partner community, located mainly within North America, with less experience in helping a wide variety of merchants launch and grow their e-commerce sites .



# About Adobe Commerce

Adobe Commerce is the world's leading digital commerce platform. With Adobe Commerce, you can build engaging shopping experiences for every type of customer — from B2B and B2C to B2B2C. 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 platforms, including marketplaces. It's more than a flexible shopping cart system. It's the building block for business growth.



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