# EPAM Acquia + commercetools Accelerator

# EPAM ACQUIA + COMMERCETOOLS ACCELERATOR

In today's digital landscape, businesses combine the strengths of enterprise digital platforms and modern architecture to stay competitive and innovate at an accelerated rate. And with the evolving needs of consumers, organizations must implement scalable and flexible solutions for content and commerce.

As an Acquia Global Select and commercetools Global Solution Partner, EPAM has paved the way for organizations to solve this challenge with the EPAM Acquia + commercetools Accelerator. Acquia's Open Digital Experience Platform leverages modern, component-based architecture structured for hybrid and omnichannel delivery and harnesses the power of open source for rapid innovation.  Additionally, commercetools' leading cloud-native, headless commerce solution offers a complementary microservices-based approach for increased scalability.
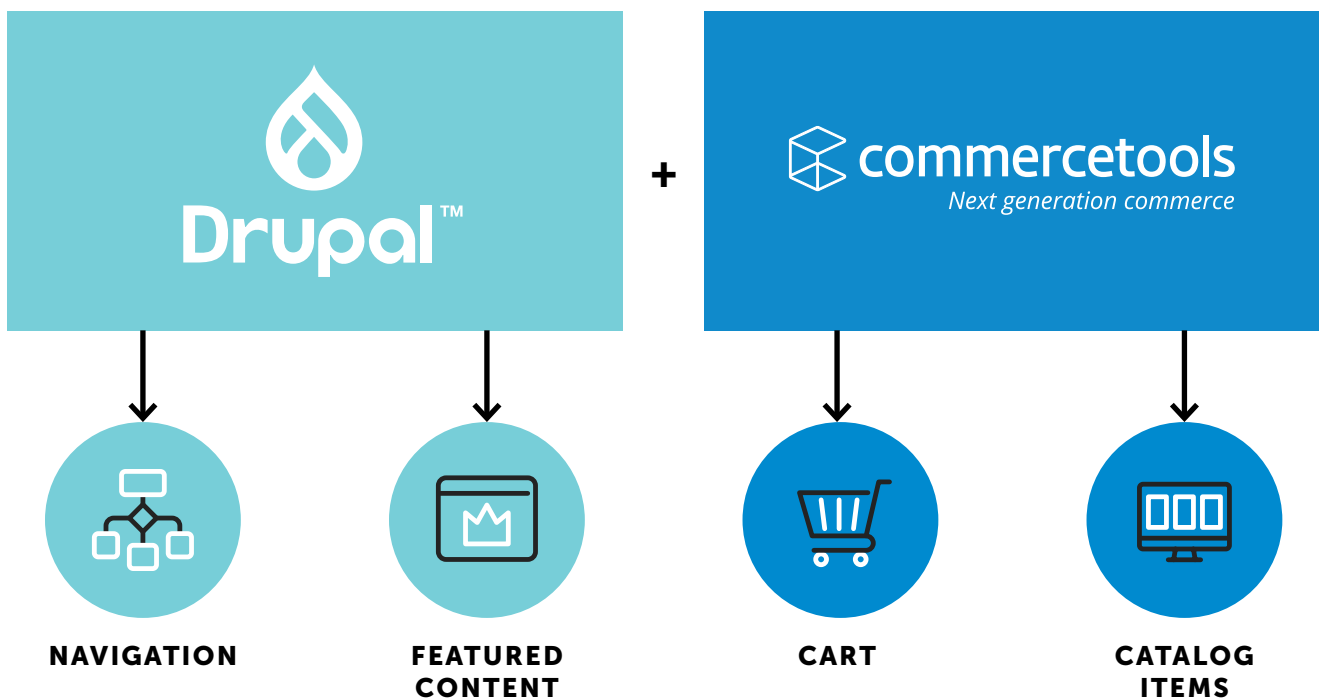
## COMBINING CONTENT & COMMERCE

As commercetools is a fully headless eCommerce solution, Acquia Drupal provides an ideal way to create and manage both content and a web application front-end, including:

- Landing pages, blogs, news, and corporate content
- Special product category pages and promotions
- Enhanced product detail pages
- Multilingual support
- Contact forms
- SEO, search, etc.

## INTEGRATING CONTENT & PRODUCT DATA

A typical page in an integrated site combines content from Drupal with data from commercetools.



**NAVIGATION**          **FEATURED CONTENT**          **CART**          **CATALOG ITEMS**

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## BUILT-IN FEATURES & FUNCTIONALITY

- Installation profile for a production-ready commerce website

- User login and profile creation via commercetools authentication

- Bulk product updates from within Drupal

- Order placement with shopping cart and checkout flows

- Management of price adjustments and promotional codes

- Search filters and navigation for product categories

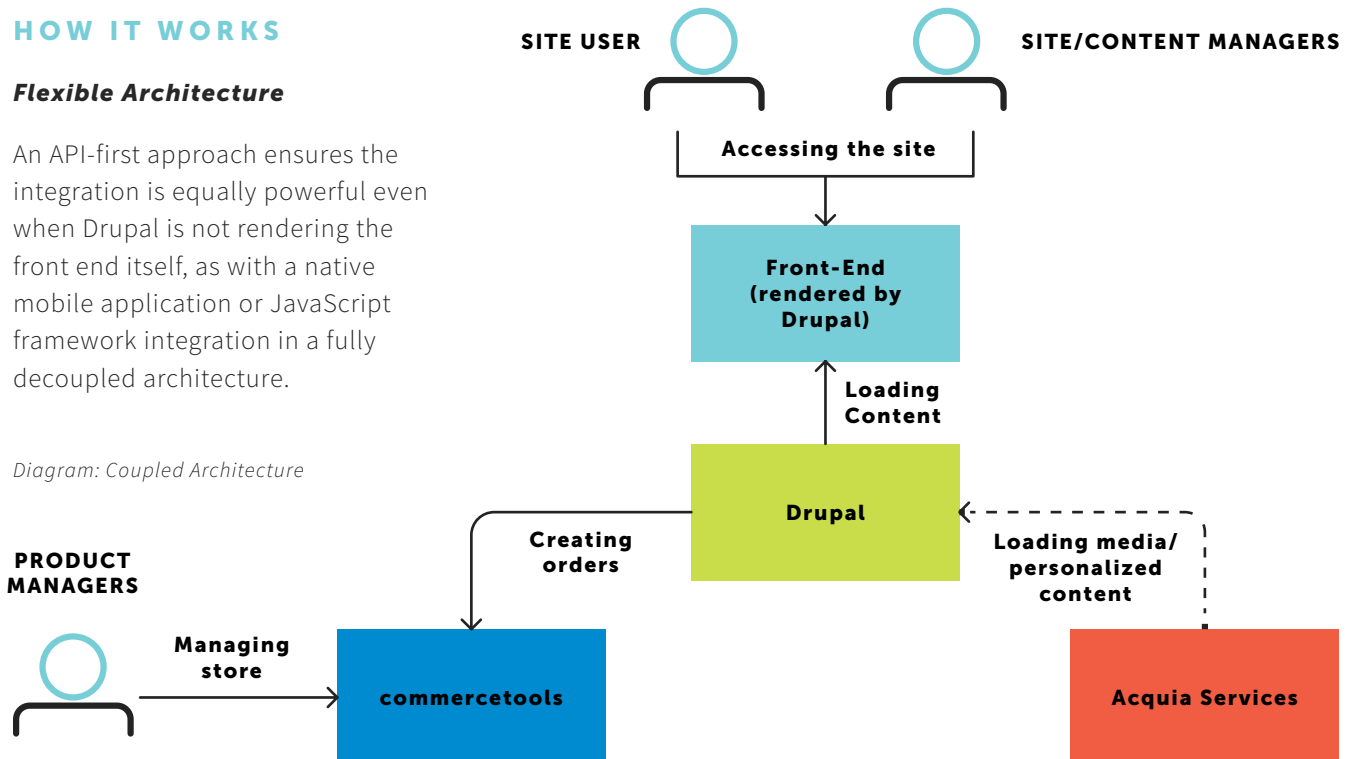## SEAMLESS INTEGRATION WITH THE ACQUIA EXPERIENCE PLATFORM

- Acquia Site Studio for low-code development, speeding up site build by as much as 4x

- Acquia Personalization for marketing automation and targeted content personalization

- Acquia Customer Data Platform to harness customer data and better understand and engage with customers

- Acquia Site Factory to easily create and manage multiple commerce-enabled brand sites

- Acquia DAM to support commercetools product updates for the CMS
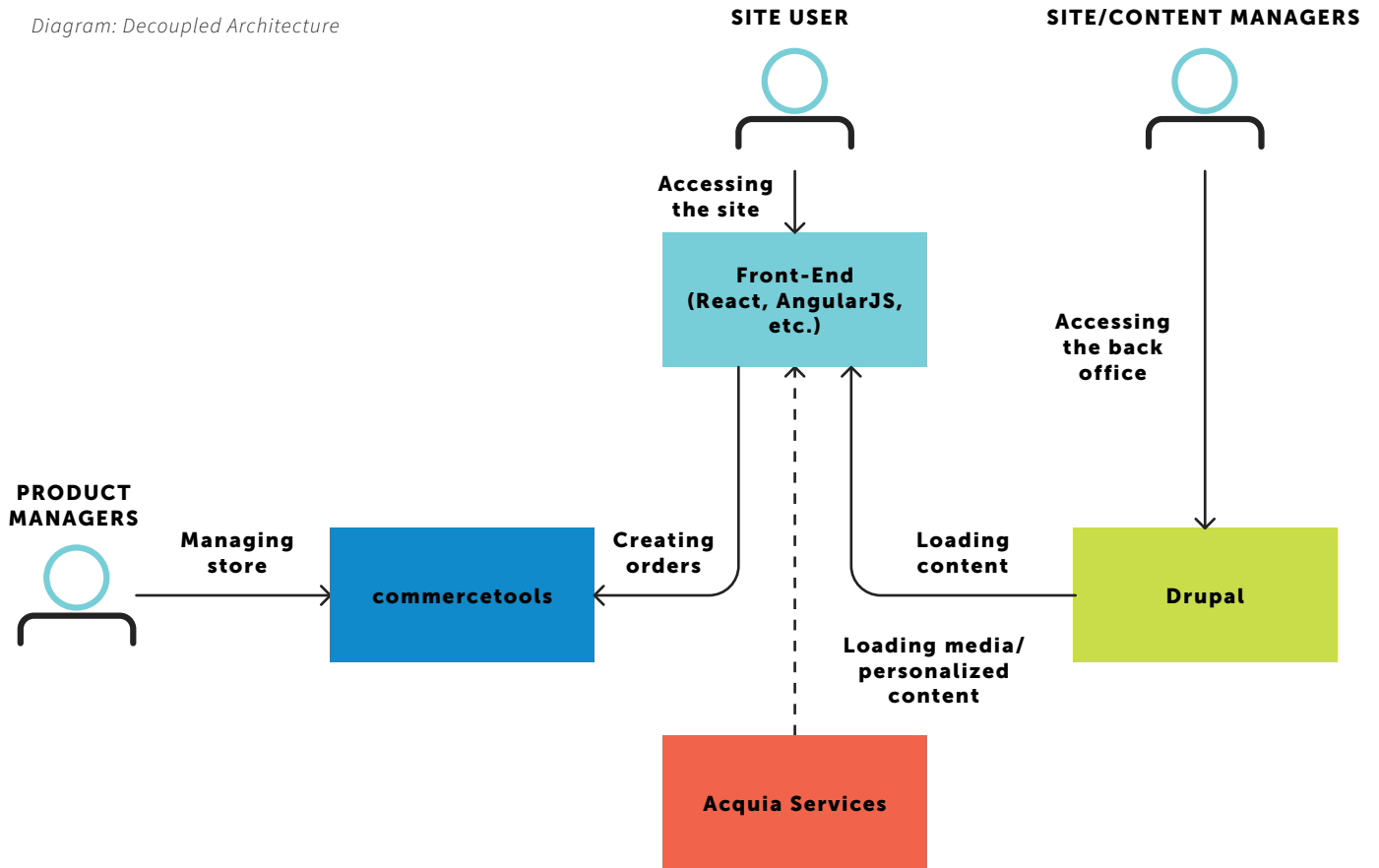
## HOW IT WORKS

### *Flexible Architecture*

An API-first approach ensures the integration is equally powerful even when Drupal is not rendering the front end itself, as with a native mobile application or JavaScript framework integration in a fully decoupled architecture.

*Diagram: Coupled Architecture*

SITE USER

SITE/CONTENT MANAGERS

Accessing the site

**Front-End (rendered by Drupal)**

Loading Content

**Drupal**

Creating orders

Loading media/ personalized content

PRODUCT MANAGERS

Managing store

**commercetools**

**Acquia Services**

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*Diagram: Decoupled Architecture*

**SITE USER**

**SITE/CONTENT MANAGERS**

Accessing the site

**Front-End (React, AngularJS, etc.)**

Accessing the back office

**PRODUCT MANAGERS**

Managing store

**commercetools**

Creating orders

Loading content

**Drupal**

Loading media/ personalized content

**Acquia Services**

*Contact us today to start the conversation!*

Accelerate your commerce strategy with the power of Acquia and commercetools.

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