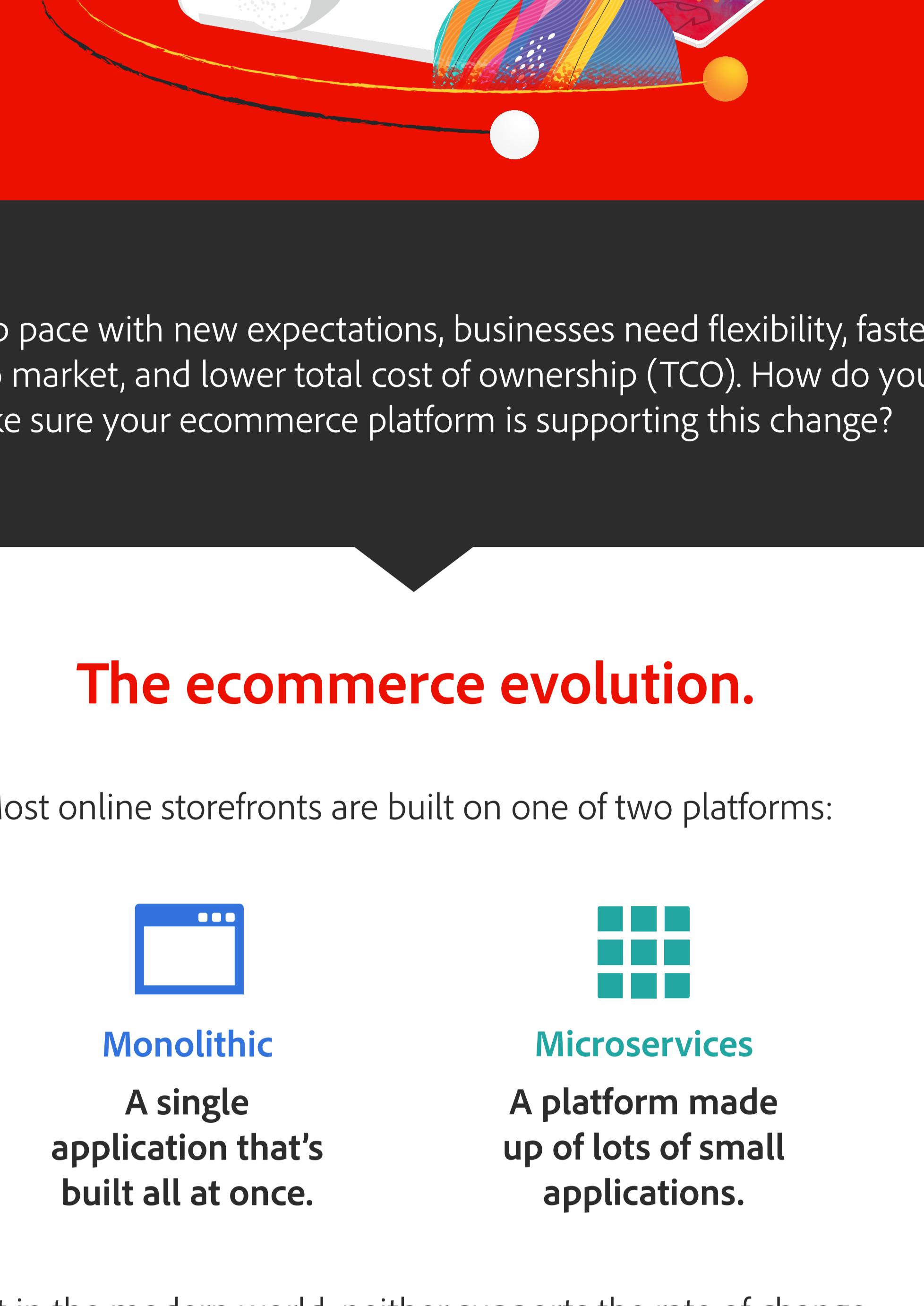




Building an online storefront that fits.

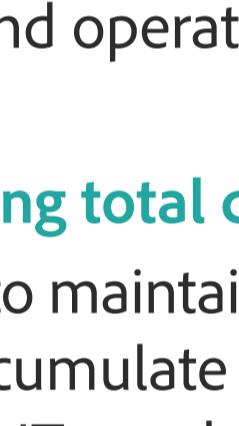
Why it's time to bring IT and business objectives together.



To keep pace with new expectations, businesses need flexibility, faster time to market, and lower total cost of ownership (TCO). How do you make sure your ecommerce platform is supporting this change?

The ecommerce evolution.

Most online storefronts are built on one of two platforms:



Monolithic

A single application that's built all at once.



Microservices

A platform made up of lots of small applications.

But in the modern world, neither supports the rate of change. The good news? There's another way.

The best of both worlds.

Now's the time to explore a new approach.

It combines the advantages of **Monolithic** and **Microservices** to help you meet your goals. Here's how.

Monolithic

Customising your storefront

Lacks flexibility and difficult to customise for a variety of touchpoints.

Meeting customer expectations

Unable to mix and match services to build impactful experiences and capitalise on market opportunities.

Lowering total cost of ownership

Slow and cumbersome to build new features, unless offered by the service provider.

Supporting your investment

Adopting new capabilities requires entire platform upgrades.

Microservices

Customising your storefront

Highly customisable but requires a high level of technical skills to build and operate.

Meeting customer expectations

Multiple service providers with different roadmaps and priorities.

Lowering total cost of ownership

Costly to maintain multiple microservices. Can accumulate technical debt without mature IT capabilities and resources.

Supporting your investment

Often lacks unified business user tools, especially if services are delivered by different vendors.

Hybrid

Customising your storefront

Easily customisable and enables you to experiment with new ways to differentiate your business.

Meeting customer expectations

Single provider with vast out-of-the-box pre-built integrations and APIs allow you to react faster to customer needs.

Lowering total cost of ownership

Decreases reliance on developers, and empowers marketing and merchandising teams, improving ROI and lowering TCO.

Supporting your investment

One set of services from one provider delivers greater efficiency, and makes it quick and easy to maintain.

Why hybrid wins every time.

Hybrid systems deliver what is known as 'headless commerce,' where the front and back ends work independently. It's less complex, so your team can make changes more easily and work more efficiently.



Update services faster



Lessen the burden on IT



Align tech with business needs



Get single source of support with service updates

Feel the hybrid power of Adobe Commerce.

Meet the world's leading digital commerce solution.

It's your foundation for personalised, engaging shopping experiences for every type of customer.

- ✓ Scalable, open-source platform
- ✓ Unparalleled security
- ✓ Premium performance
- ✓ Lower TCO

Adobe Commerce: more than a flexible shopping cart system. Your building block for growth.

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Start building today.

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

