

commercetools

Commerce-as-a-Service for growth-minded retailers and manufacturers.

commercetools is a cloud-based e-commerce platform used by international retailers and manufacturers to deliver complex omnichannel solutions. We allow the creation of sophisticated shopping experiences for demanding customers, while supporting unlimited scalability.

Why commercetools

Flexibility in every situation

The modern API interface enables an efficient way of integrating all corporate processes. Third-party technologies can be seamlessly integrated. Quickly realize highly individualized experiences that typically take many months in traditional approaches.

The perfect base for your omnichannel strategy

Using commercetools, all channels of sales and distribution can be easily integrated and managed through a centralized data management capability.

Rely on a future-proof technology

The architecture of commercetools is dynamic and constantly evolving. Thus, you are well prepared for changing market and customer requirements - and can use the platform for complex content commerce and personalization strategies - without the need for costly and time consuming software updates or re-platforming.

Maximum scalability and availability

Even at high traffic levels, the platform delivers fast performance and scales automatically, matching increasing customer requests. With a guaranteed availability of 99.8%, commercetools is an industry performance leader.

Realize projects quickly

Unlike traditional software, commercetools delivers intelligent cloud platform benefits quickly, especially when supporting unique business models or highly specific needs and time to market is critical.

Efficient cost structure

The low cost implementation and the transparent, usage based operational fees means overall cost (total cost of ownership) are up to 40% below those of comparable solutions.

Certified security

commercetools treats all information with the utmost care. For your protection, we use multilevel, certified security systems.

Application scenarios

Omnichannel

commercetools enables you to optimally integrate your online and offline channels and offer a seamless shopping experience across all touchpoints to your customers.

- **Webshop**
Inspire your customers with high-class, custom-designed store frontends.
- **Mobile**
Use commercetools as the base for mobile frontends as well as appealing native shopping apps. A key mobile-first enabler and speed to market benefit.
- **POS**
Integrate POS systems as well as modern in-store technologies at the point of sale and connect the online and offline worlds.
- **New technologies**
Develop customized applications for new devices such as wearables, smartwatches, beacons and the Internet of Things.

Marketplace and drop shipping

The platform offers the opportunity to develop your own marketplace strategy and also embody drop shipping models with complex storage logic.

Individual requirements

By using commercetools, you can implement individual requirements in the shortest possible time and develop special product configurators, single-product stores and subscription models for your customers.

Our customers



commercetools

Flexible commerce platform for agile development and scalable applications

Using commercetools means using the latest cloud and API technology to integrate existing processes and systems with minimal implementation effort. You agilely develop new, customized commerce applications and fundamentally increase the implementation speed of your team. The hosted platform scales automatically and is optimized for high-load scenarios.

Auto-scaling, safe cloud platform

commercetools is 100% developed in Germany and run by - among others - Rackspace in certified, European and North American high-security data centers. Our customers benefit from 24/7 monitoring, SLAs and privacy policy according to current quality standards.

The safety of your data has top priority for commercetools. All communication is strictly encrypted using SSL and additionally comes with a multistage OAuth 2.0 implementation. Security updates are loaded within hours.

- **Guaranteed availability of 99,8% (actual 99,95%)**
- **> 100 million API calls/day**
- **Delivery time < 100ms/GET request**

Decoupling functionality through API and microservices

commercetools follows the API-first approach and focuses on providing a comprehensive and well-documented eCommerce API giving developers maximum flexibility when creating own integrations.

The platform enables you to implement a modern microservice architecture and thus to decouple functionalities. The performance-oriented separation of frontend and backend as well as the use of individual API endpoints enable a gradual replacement of existing technologies with new ones.

A flexible platform for agile teams

commercetools is a completely test-driven development platform. Several times a week deployments are carried out on the production system, providing you automatically with the latest available features.

The modern architecture of the platform gives agile teams the chance to considerably increase their development speed. They can focus on implementing business-related functions and integrations, rather than expanding conventional, monolithic software in a costly and time-consuming manner.

*Technical information,
an extensive API
documentation as well as
links to SDKs and templates
can be found at:*

dev.commercetools.de

Using existing knowledge

The platform makes you independent in terms of programming languages or CMS platforms used on your page. You are free to decide which technology you want to use for communicating with the commercetools REST API. Your gain is investment security, since existing knowledge can be re-used.

commercetools also provides a wide range of freely available SDKs and templates to additionally speed up the onboarding for developers.

About commercetools

commercetools GmbH was founded in 2006 by Dirk Hörig and Denis Werner. The company runs offices in Munich, Berlin and New York and currently has 80 employees. commercetools is one of the world's leading providers of cloud-based e-commerce technology. On the basis of their highly available platform, complex retail models across all sales channels and for all devices can be implemented. By means of an extensive e-commerce API, existing corporate processes and technologies are connected flexibly. In addition, the platform enables sustainable solutions for B2C and B2B retail. Since 2014 commercetools is a subsidiary of REWE Group. Its customers include BRITA, Koffer24, Mercury and REWE. Visit www.commercetools.com for more information.

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