Busting 4 common myths about Adobe Commerce.

Put a proven market-leading solution to work for your business and transform your digital presence. Adobe Commerce, powered by Magento, is an all-in-one digital commerce solution that helps you orchestrate every step of the customer experience—from discovery to delivery, across multiple channels—so that you can make each interaction count. That's why thousands of leading businesses rely on [Adobe Commerce](#) to create personalised experiences on any channel, accelerate content delivery, and use data and insights to improve the customer journey.

But as with many industry-leading solutions, sometimes certain misconceptions arise around capabilities and strengths. So we're taking the opportunity to debunk four common myths about Adobe Commerce and also detail key features of the platform that make it the ideal solution for B2C, B2B, and D2C businesses of all sizes and levels of maturity.

Adobe Commerce fits businesses of all sizes.

While Adobe Commerce provides robust out-of-the-box tools to get started quickly, it's also fully customisable and scalable so that it can meet the needs of small business through to midmarket and enterprise businesses. It's a commerce platform that scales alongside your business. You can run your sites with confidence, thanks to a rich suite of cloud-based features that support continuous releases, monitoring, development tools, and deployment efficiencies.

Adobe Commerce has the advanced functionality, scale, and security that growing companies require. Specific capabilities include:

- Support for multiple brands, sites, business models, and markets from a single platform

- REST APIs and fully headless architecture that give merchants the ability to integrate easily with other business systems and create front-end experiences using their preferred technologies and toolsets

- Performance and scale—with support for large catalogues and high-performance sites that can easily handle spikes in traffic levels

- AI-powered personalisation

In addition, reporting and other out-of-the-box tools—plus integration with enterprise systems (ERP, order management, and others)—help you accelerate sales and achieve your digital commerce goals. You can rely on optimised performance for the front and back ends to ensure your store is always running at 100 percent.

In APAC, customers such as Linen House, Hewlett-Packard (HP), and Balance Internet rely on Adobe Commerce to do billions of dollars annually in online sales. Other merchants run millions of SKUs on the platform alongside very high volumes of traffic and orders. Adobe Commerce can handle up to 200 million effective SKUs (effective SKUs equal the number of simple SKUs, times the number of stores, times the number of customer groups or price books). This means it can support businesses that operate across multiple markets and have large catalogues and customer-specific pricing. With a proven customer base, Adobe Commerce has supported more customers on the IR Retailer 1000 list than any other digital commerce platform since 2013.

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We now have 55 different sites with seven different language options, payment methods, and shipping rules."

Theodor Tollefsen
Consumer Business Director, Helly Hansen

Adobe Commerce makes it easy to personalise the buying experience.

Superior customer experiences come from using data and insights to personalise the buying journey. AI facilitates this process. Adobe Sensei brings the power of AI and machine learning to customer experiences—deepening insights, enhancing creative expression, accelerating tasks and workflows, and driving real-time decisions. It whelps you create experiences effortlessly, make informed decisions, and target your marketing for better results.

Adobe Sensei makes it possible for you to optimise and scale experiences with real-time intelligence, predict customer behaviour based on attributes, differences, and conversion factors, and efficiently deliver one-to-one customer experiences at scale. Product Recommendations and Live Search features help you understand a shopper's intent so that every aspect of the brand experience is personalised.

Product Recommendations use machine learning to understand buyer behaviour and automatically provide personalised product recommendations. This feature is easy to configure, and because machine-learning algorithms strengthen over time, you can

always make the best recommendations without any manual effort. Product Recommendations can be embedded into any type of storefront, whether traditional responsive web design or [progressive web app-based](#). And you can see a preview of your recommendations as they're being configured. Marshall Wolf Automation, a B2B industrial automation distributor, saw its average order value (AOV) increase 20 percent after implementing product recommendations.

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It was very easy for us to get up and running. It took virtually no time to implement, and we don't need to babysit the process. Product Recommendations are available to all Adobe Commerce customers, and we didn't need to spend any additional money to improve our sales results."

Tyler Jensen
Developer and architect, Marshall Wolf Automation

Live Search combines the power of Adobe Sensei AI with commerce data to return personalised results, all while simplifying back-end processes. You can create rich search experiences right in the Adobe Commerce admin to help shoppers find what they want quickly—and what they didn't know they needed. Fast,

personalised "search-as-you-type" results become smarter over time based on ongoing AI-driven analysis. Live Search can also power features like category browse, which lets shoppers navigate the site and sort by price, brand, ranking, etc. And it offers insightful reporting based on shopper behaviour, with KPIs to help measure performance. This allows merchandisers to optimise results and initiate actions such as boosting or burying a product or creating synonyms to help shoppers navigate more efficiently.

" Product recommendations are often overlooked in the B2B space. Yet they provide tremendous value. Making it easy to purchase exactly what they need improves the customer experience and reduces returns, saving money on our end."

Tyler Jensen
Developer and architect, Marshall Wolf Automation

Adobe Commerce is a scalable, flexible, and integrated solution.

Don't confuse the ability to customise with user complexity. Designing a superior customer experience shouldn't be complicated. Adobe Commerce is intuitive by design, with tools suited to non-technical business users.

Features for non-technical users include Page Builder, Visual Merchandiser, the promotion engine, and Amazon Sales Channel, which work together to help you easily design and manage your digital sales channels. As an open and flexible platform, Adobe Commerce can support both simple storefronts and complex, large-scale business models:

- Pre-made templates and a drag-and-drop interface let users easily create and publish web pages.

- Automated optimisation of content assets—for best performance in different environments, including high- and low-bandwidth scenarios—saves time.

- Built-in powerful machine learning and AI predict customer behaviour and deliver optimal product recommendations and search results.

Businesses that rely on Adobe Commerce achieve enhanced productivity across their teams. A recent report by IDC shows that Adobe Commerce customers have 50 percent more productive developers and 35 percent more productive ecommerce teams.

Adobe technical account managers and dedicated customer success managers provide assistance with your launch and continued growth. And a global network of solution partners can assist with deep expertise.

" Our goal was to take ownership of our own digital destiny. We did not want to be locked down to a small number of external vendors for the development of our sites."

Tez Osman
IT Director, Linen House

Adobe Commerce fits all business models: B2C, B2B, and D2C.

Adobe Commerce has always had B2B customers that take advantage of the inherent flexibility of the platform. Agility continues to increase since B2B capabilities were introduced in 2017, and since then more than 60 percent of new customer implementations have had B2B commerce needs.

Adobe Commerce delivers a full set of native functionality ideal for B2B companies, including:

- The ability to personalise content, pricing, and product assortment for each B2B customer
- A convenient self-service portal for account management
- Frictionless self-service ordering
- High-touch customer service through seller-assisted shopping and online chat

Designed for fast and affordable customisations, the platform has thousands of APIs and available extensions. The self-service customer

portal allows customers to be more efficient while reducing your support costs. A business can manage nearly anything related to its account or purchasing without having to make a phone call or wait for a customer service rep. The customer has a consolidated view of order and shipping status, credit, returns, requisition lists, order history, and so on. B2B buyers can also set up profiles for buyers within their company and set purchasing permissions.

Sales teams can boost their productivity by supporting their customers with easy self-service ordering for tasks such as uploading lists of SKUs, setting up requisition lists, and reordering products. Seller-assisted purchasing and online chat help streamline and simplify product configuration, troubleshooting an issue, and creating orders or quotes on behalf of the customer.

ASUS chose Adobe Commerce for a robust and unified approach to B2C and B2B on a single site with a high level of customisation. It also allowed for a new offline-to-online (O2O) strategy to streamline their rewards program while improving the tracking and revenue delivery for resellers. Post implementation, ASUS saw a +56% growth in revenue YoY.
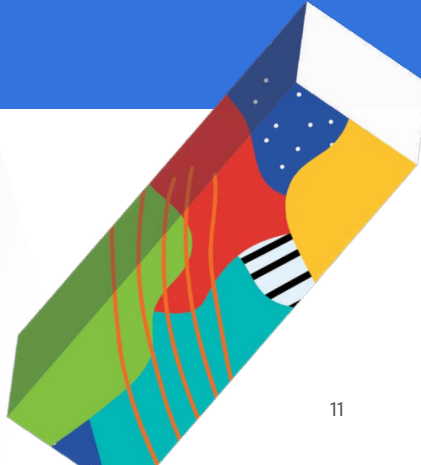
Rely on a comprehensive, enterprise-ready digital commerce platform.

No matter what stage of growth your business is in, when evaluating a digital commerce platform, it makes sense to go with the industry leader—for peace of mind, security, and no surprises. **Adobe Commerce is trusted as the commerce platform of choice for thousands of the world's leading brands.** Recently, it was named a Leader by Gartner in the 2022 Magic Quadrant for Digital Commerce and a Strong Performer in both Forrester Wave reports for B2B and B2C Commerce Suites. As digital commerce becomes increasingly important to customer satisfaction and business success, make sure you choose the right solution to meet your growing needs.

Learn more about everything Adobe Commerce has to offer.

Get details

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