Why Adobe Commerce?

Four reasons B2B and B2C businesses say yes to Adobe Commerce.

Table of contents

Choosing the right ecommerce platform.

It's no secret that 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 growth opportunities. As the digital economy rapidly changes, choosing the right ecommerce platform can be the differentiator that will help your business get ahead.

According to **Adobe's first set of online shopping data released in 2022**, consumers spent a total of $727 billion in 2022 from January to October. And that's not just individual consumers adding to their carts. Modern Shipper estimates that B2B ecommerce revenue will reach $20.9 trillion globally by 2027, with 80% of all B2B interactions between suppliers and buyers taking place in digital channels by 2025.

B2B decision-makers are already sensing the shift. According to McKinsey & Company, 70% of decision-makers say they are open to making fully self-service or remote purchases of more than $50,000, while 27% say they would spend more than $500,000 through an ecommerce channel.

In B2C, digital natives have taken over as the primary consumer group globally. Largely made up of Gen Z, they represent 40% of all ecommerce shoppers and $323 billion in buying power, says Review 42. Gone are the days of basic buying experiences—these consumers expect their experiences to be unique and personalized.

Across industries, a growing number of companies are selling to consumers and businesses alike. We found that they're catering to the 87% of buyers who want to self-serve all or part of their buying journey.

In fact, online selling has become such a critical part of doing business today that choosing the right ecommerce platform is now a board-level priority—and nothing to be taken lightly.

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of all B2B interactions between suppliers and buyers are expected to take place in digital channels by 2025.

Source: Modern Shipper

70%

of decision-makers say they are open to making fully self-service or remote purchases of more than $50,000.

Source: McKinsey & Company

27%

of decision-makers say they would spend more than $500,000 through an ecommerce channel.

Source: McKinsey & Company

In this guide, you'll learn why ecommerce businesses choose Adobe Commerce and what makes Adobe the best-in-class composable commerce platform for now and the future.

Meet Adobe Commerce.

Adobe Commerce is an enterprise digital commerce solution that provides a single ecommerce platform for B2C, B2B, direct-to-consumer (D2C), and business-to-business-to-consumer (B2B2C) selling.

Formerly Magento Commerce, Adobe Commerce is known for its open, flexible platform and ability to support complex, enterprise-scale commerce models across multiple sites. It's an enterprise digital commerce solution within Adobe Experience Cloud, meaning it has many integrations with other Adobe solutions like Experience Manager (Adobe's content management system), Experience Manager Assets (Adobe's digital asset management system), Adobe Analytics, and Adobe Target.

At a glance—why Adobe Commerce?

Explore the highlights and learn how Commerce empowers brands to deliver unified, exceptional experiences.

1

Commerce is a single, unified commerce platform for B2B and B2C.

This includes direct-to-consumer, wholesale ecommerce, B2B buying portals, and B2B2C solutions to flexibly deliver personalized shopping experiences to both consumer and business customers.

"[Adobe Commerce] is one of the few enterprise commerce solutions going to market with a unified B2B and B2C solution in the core product..."

Source: Forrester, *The Forrester Wave™: B2C Commerce Solutions*, 2022

2

Commerce is flexible and extensible.

The Commerce platform provides flexibility at every level, including front-end development (native storefront, progressive web app, headless), the ability to extend and customize the core application, and cloud deployment options (Azure and AWS). As an open, API-first platform, Commerce supports the needs of modern businesses and unique shopper experiences. It combines a headless architecture, full customizability, and a choice of on-premise or cloud hosting with an extensive marketplace of add-on solutions to give merchants complete control over their experience.

The agility of Adobe Commerce Cloud was the key differentiator for Lovesac.

"We needed a platform that was flexible, scalable, and that could accommodate emerging technologies like AI, as we continue to integrate them into our digital customer experience."

Sue Beckett
Vice President of Digital Marketing and Ecommerce
Lovesac

3 **Adobe Commerce empowers you to create unique shopping experiences.**

Commerce provides the flexibility to deliver commerce to every touchpoint and differentiate through exceptional customer experiences. It offers modern drag-and-drop tools to quickly create compelling content and shopping experiences without the need for developer support. Artificial intelligence (AI)-powered product recommendations and search also personalize the buying experience and help increase conversion rates and average order value.

Adobe Commerce Cloud empowers HP to make its global commerce experiences feel completely local and customized to each region.

"It was important to deliver initial wins across Asia and Latin America, showcasing full control over the customer experience. We needed agility across multiple segments of the platform, and a sustainable cost structure that would pave thew ay for our global deployment plan."

Herriot Stobo
Director of Omnichannel Innovation and Solutions
HP Asia-Pacific

4 **Adobe makes commerce the focal point of rich digital experiences.**

By positioning Commerce at the heart of Experience Cloud, Adobe empowers businesses to bring together customer data and insights, digital content assets, marketing automation, and commerce experiences to focus on the complete digital experience. Additionally, the Commerce modern and composable commerce architecture—which is API-first, cloud-native, and headless—provides the operational agility needed to meet emerging digital-experience business needs.

"[Adobe] is able to bring together its depth in content and digital assets, marketing automation, and web experience to focus on the complete digital experience."

Source: 451 Research, *Adobe Positions Commerce as the Focal Point for the Digital Business*

The top 4 reasons commerce leaders choose Adobe Commerce.

Building a digital storefront takes a strong foundation. But it also requires the ability to adapt over time to ever-changing customers' needs and behaviors. Explore the in-depth reasons for how Commerce enables brands to remain flexible while delivering dynamic experiences across business models.

Adobe Commerce is a single, unified platform for B2B, B2C, B2B2C, and anything in between.

Commerce provides a single platform that supports B2B and B2C business models, including direct-to-consumer, wholesale ecommerce, B2B buying portals, and B2B2C solutions. In fact, Forrester reported in *The Forrester Wave: B2C Commerce Solutions*, 2022, "It is one of the few enterprise commerce solutions going to market with a unified B2B and B2C solution in the core product…"

This functionality gives businesses the agility to quickly add new stores without having to buy or build new tools, data models, or infrastructure. As ecommerce needs shift, Paradigm B2B says in the *Paradigm B2B Combine Report 2022 Enterprise Edition* that "Adobe Commerce is particularly well-suited to enterprise B2B companies looking for a vendor with a platform that is purpose built to support both B2B and B2B2C use cases."

Run multiple websites efficiently.

"We wanted to modernize, personalize, and streamline customer journeys while making our website more secure and reflective of the experience of coming to our shops in person. Adobe Commerce offers the ideal cloud foundation for everything we want to accomplish. Put simply, the platform can handle any business challenge we throw at it."

Jason Fraser
Head of IT
Krispy Kreme ANZ

In *WTF is Adobe Commerce?*, Jamersan's TJ Gamble says,

"If your business has B2C and B2B needs, and you're looking to do them either in the same website, or in a multi-site environment, then Adobe Commerce is the clear winner."

Carol Schuster, business information and technology advisor at Lafayette 148, says,

"What COVID-19 proved to us is that we could move fast, and we could really leverage technology to drive real sustainable change in our business."

Lafayette 148 rapidly shifted its business model from wholesale to direct to consumer in response to the pandemic.

Get multi-regional support.

Adobe Commerce has a long history of supporting large, multi-site deployments across regions and provides brands with the ability to customize experiences for each region or site right out of the box.

> " We now have more than 50 stores on the [Adobe Commerce platform] in seven languages, with 35,000 products per store. Each of the stores has different options, payment methods, shipping rules, localized content, product availability, and ecommerce. We've experienced incredible growth.

Theodor Tollefsen
Consumer Business Director
Helly Hansen

Integrate seamlessly with other digital experience services.

Adobe Commerce is a part of the entire Adobe Experience Cloud, empowering brands to add marketing automation, analytics, content management, and other digital solutions into their commerce operation. Businesses requiring more sophisticated personalization, behavioral data analysis, and content creation capabilities can seamlessly pair Commerce with Adobe Target, Adobe Analytics, Creative Cloud, and Experience Manager.

Harness powerful reporting and analytics.

Commerce also provides a pre-integrated SaaS business intelligence solution for ecommerce websites. Magento Business Intelligence (MBI) offers customizable reports, including campaign analysis, customer lifetime value, sales performance, top products, subsequent order probability, and account registrations. A wide variety of formats is also available through the Visual Report Builder. Users can easily edit and save reports, customize dashboards, import data from databases like AdWords, Salesforce, Zendesk, Facebook Ads, and Google Analytics for deeper analysis. MBI also supports SQL reports, scheduled report sending, and the ability to configure alerts on events. It allows for custom analysis and data visualization.

Access a rich partner ecosystem.

Adobe has a highly skilled global ecosystem of technology partners, systems integrators, digital agencies, and developers—all with expertise in B2B and B2C commerce across industries. And it continues to grow as an active ecosystem that attracts more partners and developers in the enterprise application space.

> " Adobe Commerce is particularly well-suited to enterprise B2B companies looking for a vendor with a platform that is purpose-built to support both B2B and B2B2C use cases, incorporates industry leading reporting and analytics capability, and offers an impressive ecosystem of both point solution applications and implementation services.
>
> Source: Paradigm B2B, *Paradigm B2B Combine Report 2022 Enterprise Edition*

Create exceptional experiences with strong B2B capabilities, including:

- Customer account management with support for multiple buyers with unique roles and permissions

- Customer-defined purchase approval rules and workflows

- Customer specific pricing and catalogs

- Request for quote tools and workflow

- Assisted selling with the ability for sales reps to log in as the customer and place orders or troubleshoot issues on their behalf

- Intuitive AI-powered site search

- Personalized content and promotions

- Quick ordering through quick order forms, CSV upload, and requisition lists

- Ability for customers to pay on credit and track their credit balance

- Ability to register new customers through the site

Adobe Commerce is a proven catalyst for innovation.

Commerce has a rich heritage of operating hundreds of thousands of ecommerce websites with a global partner ecosystem. Flexibility, extensibility, infrastructure, and complementary technologies give you better control over your ecommerce experience, now and in the future.

> " Customers spoke highly of Adobe Commerce's global partner ecosystem (for both finding implementation partners and peers to share best practices) and its broad and deep product extension marketplace.
>
> Source: Paradigm B2B, *Paradigm B2B Combine Report 2022 Midmarket Edition*

Enjoy the freedom to choose your architecture.

Commerce is a headless digital commerce solution, where brands consume commerce functionality as APIs and can use any front end for web store design—such as Adobe's native storefront, progressive web apps, Experience Manager, or custom front ends.

Commerce has strong traction with customers in the headless commerce segment of the market. Businesses are investing heavily in headless commerce so they can build unique storefronts on top of headless solutions like Commerce. And those investments have been paying off.

Become flexible and extensible.

The Commerce single cloud solution enables companies to manage all brands across any number of countries. It's built with an open architecture, including an open API and code base, that makes development and customization significantly easier. In fact, many prebuilt ready-to-use connectors are readily available. Commerce has already been integrated with hundreds of popular platforms and commerce solutions like Stripe, Mailchimp, Store Fulfillment by Walmart Commerce Technologies, Wayflyer, PayPal, and Dotdigital.

Adopt a robust integration framework.

Adobe provides App Builder, an event-driven, cloud-native serverless development platform that enables developers to extend Commerce without modifying the core code. It helps developers focus on building apps and integration in a low-code environment while relying on the platform to manage infrastructure, scaling, storage, security, and access control.

Adobe also provides GraphQL Mesh, an API platform that enables customers to easily configure and manage multiple sources of data—including Commerce sources as well as other Adobe or third-party sources of data—into a single mesh. Developers can easily build rich storefronts that can consume data from across services to deliver better shopper experiences.

App Builder and the API platform together greatly reduce the effort needed to build extensions and integration while lowering the cost to maintain them. The platform works with multiple enterprise application integration (EAI) solutions that help developers rapidly build integrations with enterprise systems like enterprise resource planning (ERP), customer relationship management (CRM), and pricing.

Major gains in team efficiency.

IDC found that staff productivity increases with the use of Adobe Commerce.

Source: IDC, *The Business Value of Upgrading from Magento Open Source to Adobe Commerce*

Adobe Commerce is an empowered experience-driven commerce platform.

In today's digital economy, consumers aren't just looking to buy products—they want personalized, engaging, and immersive shopping experiences. Delivering an unforgettable ecommerce experience is one part of the equation, but deploying and maintaining it is another.

To meet these expectations, your platform solution must be flexible enough to continually offer innovative brand interactions. A commerce platform should have a strong, feature-rich infrastructure that's capable of efficiently managing daily operations while actively supporting your brand expansion efforts.

Personalize your shopping and buying experiences at scale.

The surge in online interactions since the start of the COVID-19 pandemic has raised expectations for buyers. Most expect businesses to understand and tailor every interaction to their needs and preferences. **Adobe Experience Platform Connector** enables businesses to build rich customer profiles and deliver personalized commerce journeys that meet these new demands. The powerful native integration gives marketers access to the rich Adobe Commerce data they need to fuel more personalized, relevant, and timely messages and power in-context promotions or content to each customer.

Commerce natively integrates with other Adobe products like Analytics, Real-Time CDP, Experience Manager, and more—giving you up-to-the-minute profiles, deep analysis, and the ability to deliver more relevant marketing and commerce events.

And these capabilities pay off. As Accenture reports in *Demonstrating Adobe Commerce's Enterprise Scalability*, "Adobe Commerce easily met or surpassed the test benchmarks Accenture had developed for both B2C and B2B eCommerce. With B2C transactions, the platform successfully processed 62,000 orders per hour or 1,033 per minute, exceeding the benchmark of 60,000 per hour or 1,000 per minute. With B2B, it achieved 575 orders per hour with 750 items in their cart. The results demonstrate that Adobe Commerce can scale up to provide personalized experiences across the entire base of consumer or business customers of large enterprises."

Create unique shopping experiences.

Commerce provides the flexibility to deliver personalized experiences across every touchpoint, and this includes support for headless approaches and storefronts as a service. Marketers can use modern drag-and-drop tools to quickly create compelling content and shopping experiences without the need for developer support. AI-powered product recommendations and search also personalize the buying experience and help increase conversion rates and average order value.

> " Adobe Commerce's design and capabilities helped us to think through and create an experience that's really specific to our industry. Now, 80% of orders can be placed digitally.
>
> **Jenn Grabenstetter**
> Vice President of Digital Growth and Experience
> Sealed Air

Harness powerful AI capabilities.

AI-powered product recommendations come prebuilt with Commerce. Powered by Adobe Sensei, the product recommendations feature automatically suggests relevant products based on shopper behavior as well as specific product attributes, popularity, and trends. It's an easy way to add many different types of product recommendations to your entire website—and it eliminates the manual effort of identifying relevant and timely product affinities.

> Our new, responsive Adobe Commerce site has increased our conversions and elevated the brand to new levels. No one else in our industry sees the conversion rate or has the flexibility of content that we do.

Anna Wessel
Ecommerce Director
Catbird

The platform also provides AI-powered search facets and filtering, advanced search synonyms (one way and two way), and merchandising rules to boost, bury, or pin products in search results for a defined time frame. Commerce Live Search provides top search results in an instant as shoppers type queries in the search box.

Deliver optimized mobile stores.

Adobe Commerce PWA Studio provides tools and libraries for building high-performing, mobile-optimized storefronts using progressive web apps (PWAs). Adobe also includes Venia packages, which include a proof-of-concept storefront with UI components to customize easily.

Choose from a variety of CMS options.

Page Builder is a built-in content management system (CMS) within Commerce. It includes advanced content tools and full-page layouts for CMS pages, products, and categories as well as real-time editing, drag-and-drop page design, and other customization options. Besides Page Builder, there is also the option to deploy headless and utilize a third-party CMS or Experience Manager.

Access a rich marketplace of apps and extensions.

Adobe Commerce Marketplace delivers a wide range of native extensions from Adobe Commerce technology providers. With over 3,600 options available for features like payment services, marketing services, CRM integrations, and shipping and fulfillment, there's ample opportunity for shaping unique experiences.

Use flexible omnichannel fulfillment options.

Commerce connects seamlessly with a wide variety of digital and physical commerce tools, with flexible order management and integration to offer multiple fulfillment options including buy online, pick up in store (BOPIS), buy online, pick up at curb (BOPAC), buy online, pick up in locker (BOPIL), buy online, return in store (BORIS), and easy and flexible shipped returns.

Adobe also recently released Store Fulfillment for Adobe Commerce by Walmart Commerce Technologies. This advanced omnichannel fulfillment solution delivers an end-to-end BOPIS or curbside customer experience while maximizing store employees' productivity by providing a seamless omnichannel fulfillment workflow through a mobile device. In addition, Adobe supports the ability to sell on third-party marketplaces like Amazon, Amazon Business, and Walmart marketplaces.

Brands that use Adobe Commerce have achieved higher incremental revenue by offering customers new ways to shop, providing an enhanced digital experience, and by being faster to market with new brands and into new markets.

" As the growth in eCommerce continues, the question becomes: What platform makes the most sense for your business? For enterprises looking to adopt an eCommerce platform to enhance the buying experiences for their business or consumer customers, the message from our testing program is clear. These businesses can consider Adobe Commerce with confidence that it can scale to meet their needs, today and into the future.

Source: Accenture, *Demonstrating Adobe Commerce's Enterprise Scalability*
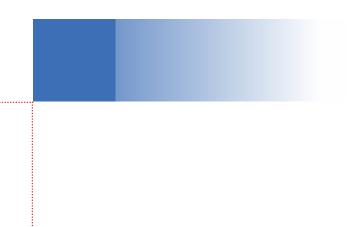
Adobe Commerce can lower the total cost of ownership.

The right commerce platform can amplify your ability to create exceptional experiences. Search for a scalable solution with out-of-the-box features, extensibility, flexibility, and an innovative roadmap that will satisfy the needs of your growing business from day one.

Create the experiences that matter for less.

Commerce is a platform-as-a-service offering that enables rapid deployment of fully customizable, more secure, and scalable web storefronts, combined with leading cloud infrastructure and managed services. With a comprehensive feature set, extensive solution partner base, and strong developer community, manufacturers and distributors can launch Commerce faster and for lower implementation budgets than other enterprise ecommerce platforms.

Once launched, businesses can harness a pre-integrated content delivery network and performance management tools to seamlessly manage contracts. Because Commerce is available on both Amazon Web Services and Azure, brands have a choice of where to host their platform to deliver optimized performance, resilience, and elastic scalability.

" Because we had built our approach on the Adobe Commerce global reference architecture, we were able to leverage parent configurations and layouts rather than building new sites from scratch. With IT complexity removed from the equation, we were able to roll out the new sites in a matter of weeks.

Marc van der Heijden
Chief Technology Officer
Alshaya Group

Maximize your commerce flexibility.

Adobe's technology gives businesses a commerce platform that's endlessly flexible, extensible, and scalable—even as they add channels and sales models. About the longevity of this platform, TJ Gamble says in *WTF is Adobe Commerce?*, "If your business has some non-typical ecommerce functionality or extreme complexity, that you're trying to implement, then you know you can get it done on Adobe Commerce." As an open, API-first platform, it natively supports a variety of complex use cases and can be extended or integrated with other solutions to meet unique requirements.

Take the next step.

The digital economy is rapidly changing. It's no longer enough to match the needs and behaviors of B2C shoppers. B2B customers also expect the same kinds of digital experiences, and there's a major opportunity to engage them in high-value purchases if those expectations are met. Businesses that build the right platform to deliver exceptional experiences to all customers will be best equipped to get ahead.

A unified platform enables brands to seamlessly build experiences—no matter the end customer. When that unified platform has flexibility and extensibility at its core, it allows brands to adjust experiences as customer needs change without major investments or resources. To learn what Adobe Commerce can do for your business, take a self-guided product tour or engage in a free online demo with one of our experts.

Request a demo

Take a product tour

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