

PRODUCT SHOWCASE

How Adobe Commerce helps IT do more—and better.

Adobe Commerce, powered by Magento, supports rapid development, minimizes vendor risk, and saves you time.

Running and supporting a company's ecommerce website is one of IT's most time-intensive jobs. It is also one of the most nerve wracking. If it slows down or goes down, your business could lose thousands of dollars. To keep it running continuously, you need to stay on top of software patches, monitor servers, manage multiple vendors, and more.

Meanwhile, IT is also responsible for making sure that ecommerce websites deliver a great brand experience, which typically requires at least some custom development as well as installing and maintaining numerous extensions, add-ons, and connectors. If you're working with a limited ecommerce platform, this can become your team's full-time job.

But managing your organization's ecommerce presence doesn't have to be an all-consuming chore. With an IT- and developer-friendly platform, you can create a better commerce experience for customers and business users, scale up efficiently, and spend less time on routine maintenance.

This short fact sheet summarizes how Adobe Commerce can help IT organizations do more, do better, and reduce risk.

Accelerate your transition to PWAs.

The writing is on the wall. Most of today's leading businesses are switching from responsive web pages and native apps to progressive web apps (PWAs) because they provide a rich, app-like experience on every device without the need for custom code. Examples include Lyft, Microsoft, Starbucks, Twitter, and more. Chances are your development roadmap

also includes PWAs—anywhere from several months to a couple of years down the road.

The Adobe Commerce back end can connect with virtually any PWA storefront via APIs using a “headless commerce” approach. Adobe Commerce also comes with PWA Studio, a development tool that makes it faster and easier to develop custom PWAs. PWA Studio comes with pre-made libraries so you can build high-performing, cost-effective PWAs and focus on the overall experience rather than re-creating basic functions. With PWA Studio, you can help your business adopt PWAs before the competition does.

Minimize security concerns.

If your ecommerce environment is homegrown or heavily customized, security is probably a big focus for your team. Not only do you have to design a modern security architecture that's PCI-compliant, but you also must continually refine it to handle the latest threats. You may even find yourself releasing patches every week.

Adobe Commerce comes with a modern security architecture built in, and customers receive regular patches. If you run Adobe Commerce in the cloud, these patches are applied for you on time, every time. This lets your team focus on bigger picture challenges, like your UX roadmap.

Scale fast without breaking your budget.

If you're running a commerce platform on premises, you probably dread the holidays. Major spikes of traffic and transactions can paralyze your website—or, in the worst case, take it down completely. In the short term, your business will lose sales. If it happens more than once or twice, it can have an adverse impact on customer loyalty—and your brand's reputation. In most cases, the only way to scale is to buy new equipment, which can be costly to purchase, set up, and maintain.

Adobe Commerce delivered from the cloud sidesteps all these issues. You get managed cloud services as well as enterprise-grade availability SLAs that include "surge protection" for holidays and unexpectedly busy periods. This means your team can focus on development and forward-looking technology strategy instead of fielding "Why is the site down?" calls.

Minimize complexities with a unified back end.

As your audiences and channels expand, cross-platform complications and complexities for your IT team grow. And you're tasked with delivering a consistent experience regardless of how many there are. By operating a single back end for both B2C and B2B, your IT team is able to use the same tools and infrastructure to engage every audience.

Instead of duplicating IT efforts and systems running separate ecommerce solutions, a single, unified back end supports any number of models (D2C, wholesale, and so on) with one infrastructure. Any single team can efficiently manage each of them.

Reduce the risk of managing multiple cloud vendors.

If you're running a cloud or hybrid environment, you don't face the same risks as organizations that rely solely on

on-premises equipment. However, you still have to wrangle many different cloud and cloud service vendors. This typically entails managing multiple contracts, subscriptions, and SLAs, negotiating pricing, and making sure everything works together. If you miss a renewal deadline or the fine print in a service agreement, you can run into unexpected downtime and costs.

Running Adobe Commerce in the cloud eliminates the need to manage multiple cloud service vendors, so you save time and minimize risk.

Focus on customizations that set your brand apart.

In most IT organizations, developer time is precious. This means you don't want your developers to spend time building functionality that should already exist in your ecommerce platform. Instead, developers should be focused on creating entirely new features and apps that will please customers, improve efficiency, and set your brand apart.

Because Adobe Commerce comes with a full feature set—including B2B capabilities, content creation tools, product recommendations, instant checkout, live search, and more—most companies will have most of the functionality they need right out of the box. IT can then focus on more strategic initiatives, which may involve selecting and integrating extensions from the Magento Marketplace as well as custom modules.

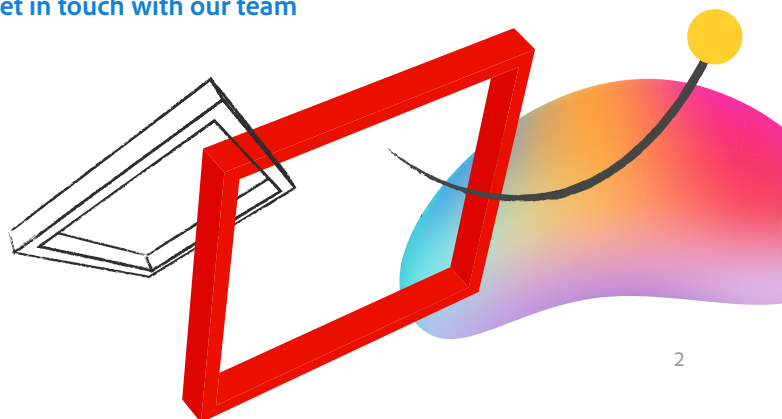
Adobe can help.

To learn more about the benefits of Adobe Commerce for IT organizations, visit:

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