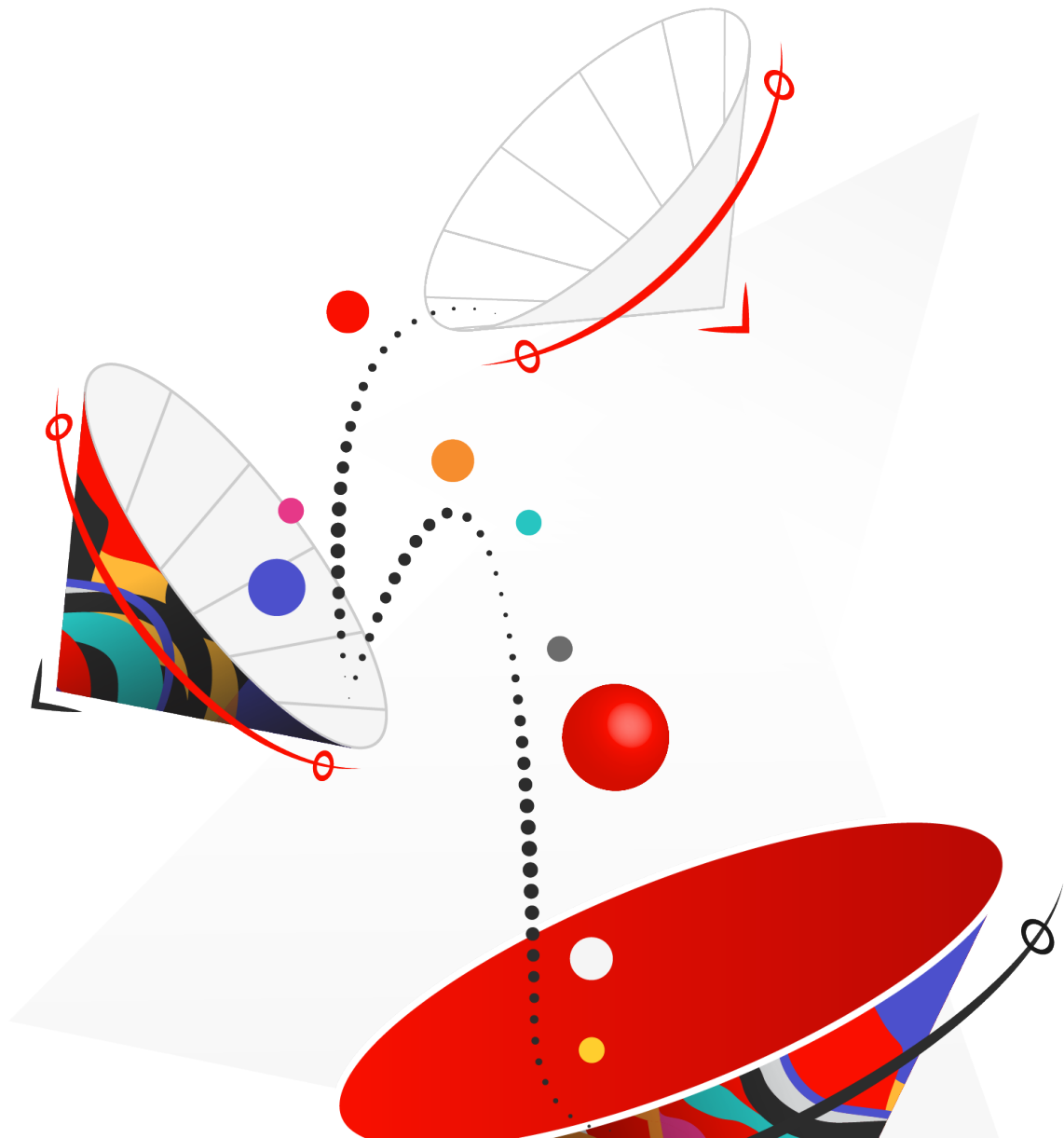




B2B COMMERCE

The real cost of Magento Open Source.

Why Adobe Commerce may be the better value.





Free is more expensive than you think.

A lot of businesses that want to get started with online commerce turn to Magento Open Source. Thousands download and test it every month. And it's free. It even has a large and enthusiastic community of more than 300,000 merchants and developers. If you're somewhat new to ecommerce (and even if you're not), it can seem like a no-brainer.

But some small businesses—especially those on the fast track to growth—may actually do better with Adobe Commerce, powered by Magento. With more built-in features, you can spend more time and money on your business strategy and less on fine-tuning your commerce platform. We've explored common misconceptions and are sharing the realities.

Get to market faster with Adobe Commerce.

When you're entering—or creating—a market, speed is critical. Getting to market before your competitors can be the difference between owning a market and falling behind. Magento Open Source takes time to implement, especially if you're installing it yourself, and may not have all the features you need.

The reality is you can usually get to market faster with Adobe Commerce. It comes with a full range of features right out of the box, including Page Builder for drag-and-drop editing, content staging, and integrated B2B functionality.

Prioritize the customer experience with Adobe Commerce.

One way to stand out in today's marketplace is to create an unique user experience. For example, [Coyuchi applied a subscription model](#) to a whole new market—bed and bath. But an excellent user experience is a lot more than the user interface. It's also payments, shipping, inventory management, and fulfillment workflows. Together, they're collectively known as the commerce “back end.”

When you're working with Magento Open Source, you may need to spend more time testing and customizing your back end. And development time and costs can be considerable. With Adobe Commerce, you can configure a flexible back end quickly and focus more effort where it belongs—on the customer experience.

Scale faster with Adobe Commerce.

One of the most exciting things about being a smaller business is experiencing triple-digit and even quadruple-digit growth. And Magento Open Source can scale up to support very large commerce operations. But it definitely takes time. You'll most likely need to add new features and functions, such as local shipping options. And you may find yourself adding numerous third-party extensions to capture all the functionality you need.

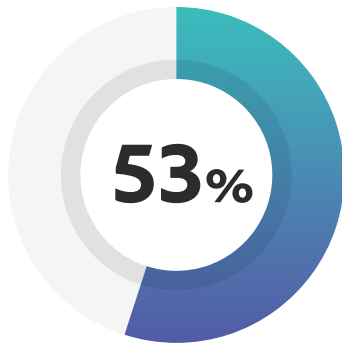
Adobe Commerce is built for rapid scalability, so you can quickly “turn on” new features that are already built in. For example, if you add a storefront in another country, you can immediately take advantage of international shipping options. With Adobe Commerce, you can add new countries and brands faster and with less risk of missed opportunities.

Adobe Commerce offers better performance.

As you grow and market your business more aggressively, you may see traffic surges. According to Queue-it, website traffic can increase by 30 times during a large shopping event such as Black Friday or Cyber Monday. Or you may produce a video or blog post that goes viral.

But your marketing efforts will be wasted if your ecommerce platform can't handle the influx of traffic. Slow page loading times discourage users. For example, Google reports that 53% of people will leave a mobile page if it takes longer than three seconds to load. And website crashes can turn off customers and lead to negative buzz.

With Open Source, you are responsible for managing your infrastructure. You'll have to work with your cloud service providers to establish a plan for dealing with traffic surges. Adobe Commerce is designed to scale fast. Instead of dealing with multiple vendors, you can increase performance by picking up the phone or sending a quick email. With Adobe Commerce, you have significantly less risk of site crashes and slow speeds due to traffic surges.



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Source: Google

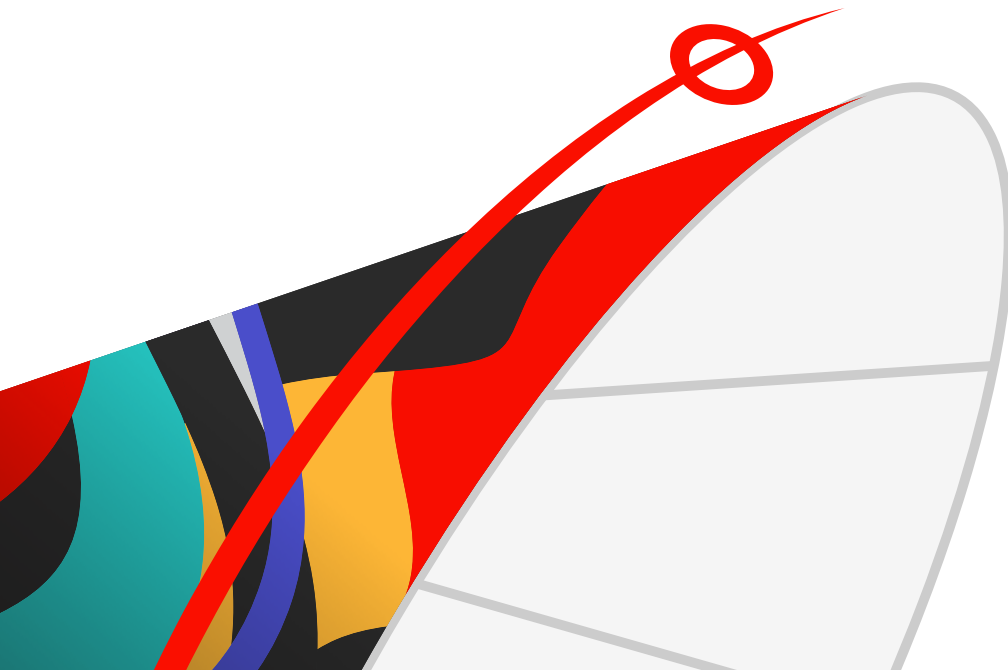
Adobe Commerce gives you the support you need.

Magento Open Source does not come with support. Most days, this isn't really an issue—but when something goes wrong, it can be critical. Open Source users are responsible for fixing their own problems. The Adobe Commerce community is enormously helpful, but there are no guarantees.

Adobe Commerce comes with responsive support, which means your issues are addressed quickly by experienced Adobe Commerce developers and technicians. Your issues get fixed before they affect the customer experience.

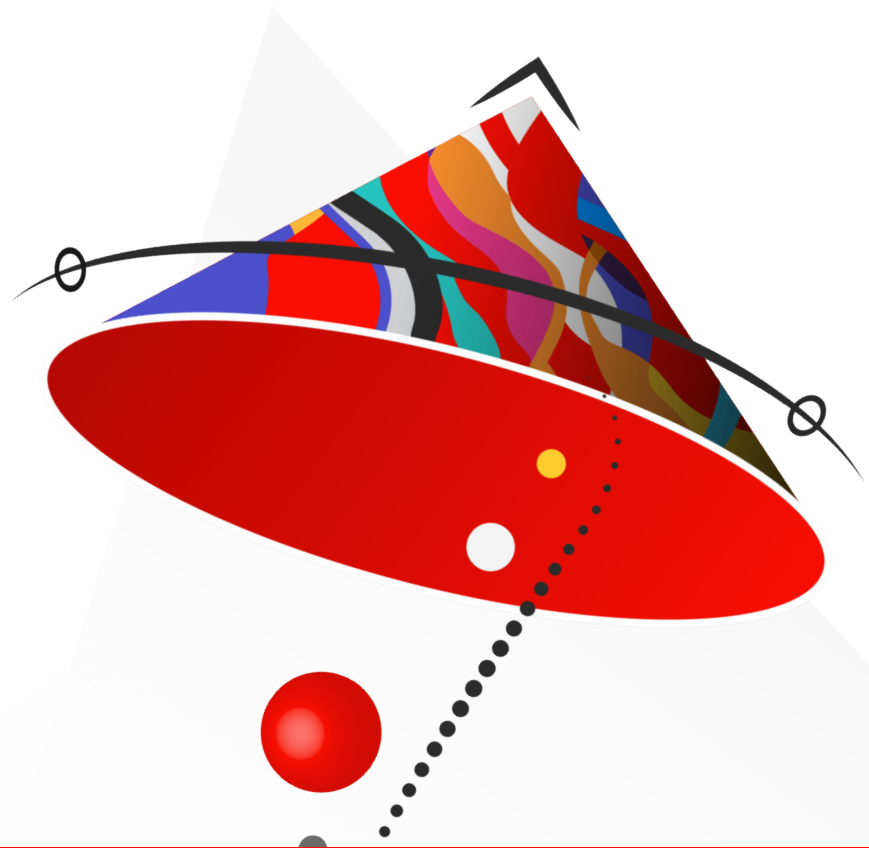
Ready to try Adobe Commerce?

[Learn how](#) Adobe Commerce can help you build better commerce experiences, or [explore our global network of solution partners](#) to help drive your ecommerce strategy forward.



About Adobe Commerce

Adobe Commerce, part of Adobe Experience Cloud, is the leading commerce solution for businesses across B2C, B2B, and B2B2C use cases from a single platform, and it was named a Leader in the *2020 Gartner Magic Quadrant for Digital Commerce*. Adobe Commerce, powered by Magento, boasts a strong portfolio of cloud-based, AI-driven, multichannel solutions that empower businesses to successfully integrate digital and physical buyer experiences. Adobe Commerce is the number 1 provider to the Digital Commerce 360 Top 1000 and the Top 500 Guides for Europe and Latin America. Adobe Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community, and a wealth of extensions available for download on the Magento Marketplace. More information can be found at business.adobe.com.



Sources

Daniel An, "[Find Out How You Stack Up to New Industry Benchmarks for Mobile Page Speed](#)," Think with Google, February 2018.

"[How to Ensure Foolproof Websites during the Holiday Season](#)," Queue-it, November 29, 2017.

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