



**Adobe**

# Building for business agility with Adobe Commerce.

How the composable platform of Adobe Commerce helps you adapt to changing business needs rapidly.

Technology leaders are increasingly responsible for business outcomes. In a recent study by Forrester, a third (33%) of US enterprise technology decision-makers said that [improving customer experiences was their top priority](#). They are now partnering with marketing and other teams to deliver highly personalized experiences and increase online conversion rates — all while keeping infrastructure costs effective and manageable.

This is easier said than done. Today's commerce ecosystems are complex. Most businesses rely on numerous services, often from multiple vendors, which need to be stitched together to deliver a cohesive business user and shopper experience. Most modern software is delivered with an API — however, disparate schemas, extensibility models, and developer tools require building complex point-to-point integrations. Over time, these can lead to commerce environments that are brittle, difficult to change, and expensive to maintain. IT teams are forced to shift their focus on “keeping things running” over innovation. In fact, Forrester research suggests that technical debt is one of software decision-makers' top three challenges.

## Built for extensibility.

With comprehensive extension points, Adobe Commerce enables developers to extend native capabilities and integrate with third-party solutions to meet business needs rapidly.

Adobe Commerce extension points include:

- Comprehensive GraphQL and REST API coverage for storefront and back-office use cases
- Single-page apps you can inject securely into the Admin UI to provide custom merchant capabilities
- Real-time injection of logic into native Adobe Commerce processes
- Over 700 events including product, order, and customer updates for building event-driven integrations

Adobe Commerce is designed to tackle business challenges with robust APIs, developer tools, extension points, and runtime services for seamless integration. This lets you quickly launch new features, share data across systems, and reduce maintenance costs of customizations and integrations. In this guide, you'll learn how the Adobe approach is helping businesses become more agile, improve the customer experience, and gain more insights from data.

## Our three pillars of agile commerce platforms.

At Adobe, our approach to platform architecture is grounded in our experience with hundreds of commerce customers and the needs of business users and developers alike. It consists of three pillars.

### **Pillar #1: Microservices that add efficiency and scalability.**

Managing a large number of microservices can be as difficult and costly as maintaining a single all-encompassing platform. Hundreds of microservices can compromise performance due to numerous API calls and create complexity with multiple custom connectors and APIs. Adobe simplifies this by offering a streamlined set of microservices, designed to speed up deployment and enable rapid scaling, while remaining easy to manage. This includes services for:



Search and merchandising



Experience management



Catalog and pricing



Extensibility and integration

Our microservices are built with the purpose of releasing new features rapidly while supporting the high scalability needs of our enterprise customers. At the same time, we ensure our microservices:

- Work together without requiring complex development
- Do not introduce latency by isolating components that need to communicate frequently
- Provide a unified developer experience

## **Pillar #2: Composability through orchestration.**

The time and resources involved in integrating multiple services often creates bottlenecks that can slow innovation and increase costs. Adobe's [API Mesh](#) seamlessly orchestrates the services needed for commerce experiences, such as pricing from an ERP, product details from Adobe Commerce, or images from a digital asset management system.

This solution restores flexibility to the storefront, delivering channel-optimized responses and unifying APIs like GraphQL, REST, and SOAP into a single endpoint. The result is faster integrations, smoother scalability, and reduced maintenance costs.

### **API Mesh lets you:**

- **Standardize.** Configure your API across Adobe and third-party services, even legacy systems, through simple configurations.
- **Extend.** Broaden and transform your API in a low-code environment.
- **Scale.** Distribute and cache your API globally.

### **Services that mesh well.**

By using API Mesh, Adobe Commerce developers saw a **52% reduction in service integration time** and a **10% reduction in project development time.**

## Pillar #3: Data exchange through standards.

Creating unified customer profiles can be challenging when customers interact with multiple touchpoints. Each system may use different methods for capturing and representing customer events, forcing developers to write and maintain channel-specific code, a time-intensive and costly process required for delivering personalized experiences.

Adobe Commerce provides a standardized data schema, streamlining the capture of event data, enriching customer profiles, and allowing for seamless data activation across channels. This ensures consistent, personalized experiences throughout the customer journey with less time spent coding. Key features include:

- A standardized, event-driven data layer that works across Adobe and third-party storefronts.
- An Experience Data Model (XDM) specification to exchange experience events across services.
- The power of Adobe Experience Platform to enrich customer profiles, build audience segments, and activate them across channels.
- The ability to centrally create and manage segments, and then activate them across the customer journey through Adobe and third-party channels.

## How developers benefit.

With Adobe Commerce, IT teams get comprehensive extension points, developer tools, and runtime services to build differentiated capabilities businesses need.

### Serverless extensibility.

An Adobe-managed serverless platform lets developers spend more time innovating instead of provisioning, managing, and scaling infrastructure.

### A unified developer experience.

Unified web consoles and CLI tools work across Adobe products and third-party solutions while integrating with existing developer tools and workflows.

**Integrate for less.**

**View data in more places.**

These data features result in a  **98%** reduction in integration costs, as well as a one-time UI-only setup for cross-product data sharing.

## Easier logging and monitoring.

Developers can easily monitor across various services with unified logging and observability, making it easier to troubleshoot their apps.

## Launch fast with scalable, secure, and compliant commerce capabilities.

Adobe offers a comprehensive suite of services for customers to build digital commerce experiences. Often, businesses may already be invested in third-party solutions that are either hard to migrate from or are more suited to their needs. Adobe lets you choose the exact services you need and seamlessly integrate them with your existing solutions. The following table describes how businesses deploy Adobe.

|   |   |
|---|---|
| <b>Core commerce only:</b><br>Scalable, secure, compliant.                                | <ul style="list-style-type: none"><li>• Manage capabilities like catalog, cart, customer accounts, and more in the highly scalable, secure Adobe Commerce Foundation.</li><li>• Leverage API Mesh to orchestrate Adobe and third-party APIs in a unified Graph to power your existing storefront.</li><li>• Build event-driven, cloud-native, back-office integrations using App Builder.</li></ul>   |
| <b>Data-driven commerce:</b><br>Hyper-personalized shopping experiences.                  | <ul style="list-style-type: none"><li>• Start with our core commerce capabilities.</li><li>• Add Adobe's merchandising services for search and merchandising into existing or third-party storefronts — they work with our core commerce natively.</li><li>• Deploy our standards-based data layer to your storefront to capture visitor data and drive personalized experiences.</li></ul>   |
| <b>Experience-driven commerce:</b><br>Lightning-fast experience composition and delivery. | <ul style="list-style-type: none"><li>• Add Edge Delivery Services in Adobe Experience Manager to gain powerful authoring and asset managing tools along with a micro-front-end-based, high-performance storefront.</li><li>• Compose experiences by combining Commerce capabilities with Adobe Experience Manager content and assets to deliver rich shopping experiences.</li><li>• Adopt any front-end framework you want with Edge Delivery since it relies on web standards.</li></ul> |

## Deliver business value faster with Adobe Commerce.

Adobe Commerce offers businesses a rich set of features to support digital commerce, merchandising, and experience management. Through our powerful extensibility and developer tools, IT teams have the flexibility to integrate their choice of third-party services with Adobe Commerce to deliver on business goals faster while reducing technical debt.

### Source

Rachel Kwon, Fiona Mark, "[Strategic Collaborations in Tech: The CEO-CIO Partnership](#)," Forrester, December 1, 2023.

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