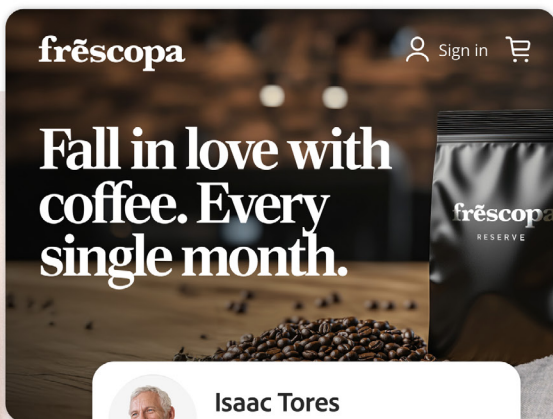**Adobe**

Getting started with Adobe Commerce.

How to seamlessly transition to Adobe Commerce to accelerate growth, speed time to market, and expand B2B and B2C sales.
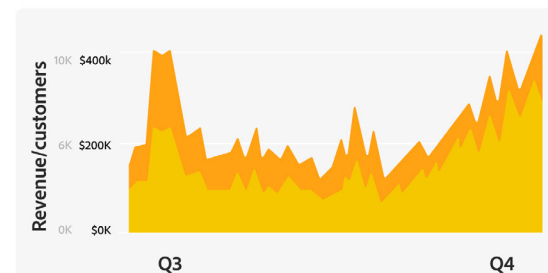
frēscopa

Sign in

Fall in love with coffee. Every single month.

frēscopa
RESERVE

Isaac Tores
B2C buyer

Nadia Chau
B2B buyer

Business trends report

● New customers   ● Revenue

Revenue/customers

10K $400k

6K $200K

0K $0K

Q3   Q4

Introduction

The ecommerce experience now spans more devices, platforms, and channels than ever before. Brands face mounting pressure to be present everywhere their customers are, delivering cohesive and personalized experiences across the buyer journey. Meanwhile, businesses often struggle with disjointed systems, fragmented data, and siloed teams, resulting in impersonal customer experiences that fail to engage buyers. By addressing these challenges head on, businesses can unlock growth opportunities and strengthen customer loyalty.

Common ecommerce challenges.

- **Fragmented ecosystems:** Managing multiple commerce platforms leads to inefficiencies and increased costs.

- **Scalability issues:** Many solutions struggle to handle the demands of growing businesses or the complexity of B2B and B2C operations.

- **Personalization gaps:** A lack of unified data prevents businesses from delivering the tailored experiences consumers expect.

- **Performance demands:** Lightning-fast site speeds are critical, with [70% of visitors](#) emphasizing that load time impacts their purchasing decisions.

What you can expect after implementing Adobe Commerce.

Adobe Commerce helps ecommerce businesses create personalized and scalable online shopping experiences within a single platform. With Adobe Commerce, businesses can launch lightning-fast, personalized, and unified commerce experiences.

Adobe Commerce helps ecommerce brands

✔ Increase reach, traffic, and conversion rates.

✔ Improve personalization efforts.

✔ Expedite expansion into new markets.

✔ Support complex B2B buying journeys.

This guide explores how organizations can get started with Adobe Commerce to navigate these challenges for consumers and B2B buyers globally. Whether you're embarking on a new ecommerce journey or transitioning from another platform, this guide will prepare you for success with your Adobe Commerce implementation.

Driving growth and engagement

61% of customers are willing to spend more with companies that personalize their services.
Source: Medallia

2X Experience leaders achieve 2X higher business growth and 20%–30% greater engagement rates by providing personalized commerce experiences.
Source: McKinsey & Company

Questions to ask when getting started.

Before transitioning to Adobe Commerce it's crucial to evaluate your readiness and plan effectively. To ensure team and broader organizational alignment, consider the following key questions before taking action on the four phases outlined below.

1. **Who are the stakeholders?** Decide who will be involved in the process. Identify the key decision makers and contributors across your organization.

2. **What are the business goals?** Define your priorities, whether it's increasing revenue, expanding into new markets, or improving customer satisfaction.

3. **What is the budget?** Understand the investment required and the potential ROI.

4. **What is the timeline?** Establish clear milestones specific to your organization and core goals to ensure a smooth implementation process.

The 4 phases to a successful Adobe Commerce implementation.

Phase 1: **Planning**	Phase 2: **Development**	Phase 3: **Launch**	Phase 4: **Maintenance**

What is the timeline for getting started with Adobe Commerce?

Implementation timelines vary and phases in the process can overlap, but the process can take up to 40 weeks. Adobe Professional Services acts as a partner to guide you through your business transformation — offering strategy consulting, deployment help, and customer onboarding.

1. Planning

The planning phase begins with ideation and provides clear direction for stakeholders, teams, and project managers to effectively manage all phases of implementation. During this phase you will clarify goals, lay groundwork to meet deadlines, and prioritize the essential tasks that will get you there.

The planning phase should include the following steps:

- **Develop a detailed roadmap:** Outline the scope, budget, and timeline to help keep you on track with your business requirements. Develop a clear idea of what you need from your ecommerce platform and what would be nice to have so you can prioritize accordingly. Know how much you are willing to spend and when you need to have things up and going.

- **Define success:** Clarify your initial business goals, establish internal governance frameworks, and define the success metrics you want to focus on.

- **Understand your data:** Identify or create a data strategy that will guide how you manage and use your data now and in the future. One element of this will involve ensuring and maintaining PCI compliance.

- **Iterate:** Be prepared to iterate and pivot to strategize, build, and test as you move through and complete each phase.
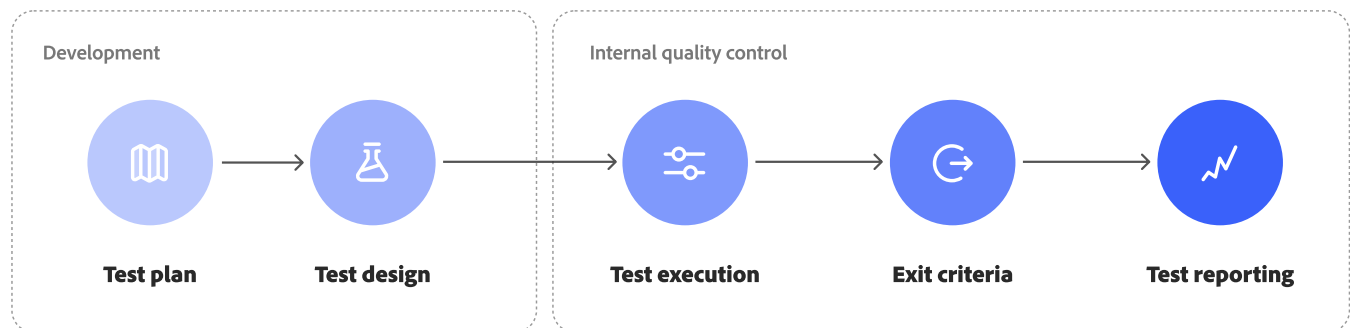
2. Development

With a solid plan in place, you'll move into the development phase. During this phase you'll design your new platform, identify solutions for every aspect of your ecommerce site, and plan your working sprints. Throughout this phase you'll work to integrate core systems that will help you manage your commerce platform, including work management systems, collaboration tools, and code repositories.

The development phase should include the following steps:

- **Build infrastructure to streamline development:** Create and configure the necessary infrastructure to support development, testing, and production workflows. The right infrastructure allows you to seamlessly move into new markets while focusing on solving business problems.

- **Set up environments:** Set up Adobe Commerce development, staging, and production environments. The integration starter kit provides a set of templates, onboarding scripts, and architectural best practices that simplify building event-driven integrations with enterprise resource planning, customer relationship management, product information systems, and more. For best results, use continuous integration and continuous delivery (CI/CD) to streamline code changes and deployment.

- **Customize Adobe Commerce:** Collaborate with cross-functional teams to build and tailor Adobe Commerce to reach your organization's predefined goals. For example, if boosting customer engagement and loyalty is a top priority, you'll make sure the right teams are involved with setting up and utilizing features of Adobe Commerce that help create exceptional storefront experiences. This would include developing a storefront that fits your architecture strategy and operating model, setting a foundation to implement a commerce boilerplate and drop-ins to quickly create and manage web pages, and harnessing AI tools in Adobe Commerce to personalize product merchandising.

Quality control activities in the project lifecycle

Quality control is essential at every stage of your Adobe Commerce implementation to ensure a smooth transition and long-term success. This graphic outlines key quality control activities in the project lifecycle, helping you minimize risks, optimize performance, and deliver a seamless customer experience.

Development
Test plan → Test design

Internal quality control
Test execution → Exit criteria → Test reporting

🚀 3. Launch

After the development phase, it's time to launch Adobe Commerce. During the launch phase you need to rigorously test your systems to make sure everything is running properly, ensure the correct team members have access, and verify that your customers can use your systems without running into any issues.

The launch phase should include the following steps:

- **Ensure go-live readiness:** Prepare for go-live by completing rigorous testing and pre-launch checklist. For a smooth launch, ensure you have a go-live readiness plan prepared with your IT team and any integration partners. Prior to launching, confirm that code deployments and testing are working in both staging and production environments.

- **Get support from Adobe Commerce experts:** Work with Adobe Professional Services staff who can help answer questions and troubleshoot issues. If you run into any blockers in your launch process, the fastest way to get timely support is to use the Adobe Commerce Support Knowledge Base.

- **Monitor performance and feedback:** Track performance and customer feedback to optimize post-launch. Health notifications and Observation for Adobe Commerce help monitor the performance of your Adobe Commerce site and quickly diagnose issues.

4. Maintenance

Once you've launched your new ecommerce site with Adobe Commerce, you'll need to plan for routine support for ongoing maintenance. This support ensures the site runs optimally and will enable you to make updates as consumer needs shift or as new features become available. While your development needs will likely decrease after the launch phase, it's important to keep a team in place to support this ongoing light maintenance.

The maintenance phase should include the following steps:

- **Optimize Adobe Commerce for growth:** Establish production support to handle updates, optimizations, and troubleshooting. As your business grows, Commerce offers the flexibility to customize your site to best serve your business' and customers' needs.

- **Enhance performance with feedback:** Use customer feedback and analytics to continuously enhance your site's performance. In addition, include security, performance, quality, and bug fixes in your regular maintenance plan.

- **Stay ahead with proactive updates:** Focus on moving your brand forward with proactive ecommerce support. It may seem counterintuitive, but performing regular platform updates requires less effort than performing infrequent updates due to the amount of accumulated technical debt that results from delaying.

Get started with Adobe Commerce.

Adobe Commerce helps businesses reimagine their ecommerce strategies, delivering exceptional storefront experiences for both B2B and B2C customers. Whether you're just starting out or prioritizing growth and replatforming to Adobe Commerce, this guide will set you on the path to success.

Learn how Coca-Cola used Adobe Commerce to deliver more personalized ecommerce experiences and increase customer engagement.

Learn more