



Pathways to success with Adobe Commerce.

Create a blueprint for a smooth implementation.

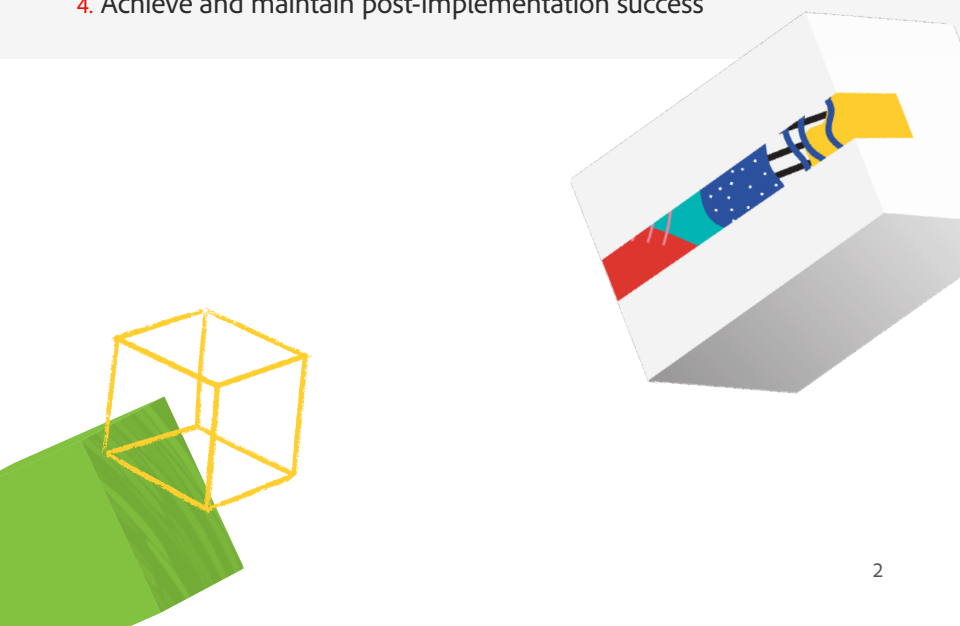


Keeping your business competitive today requires a scalable, powerful, yet flexible digital commerce platform. But implementing a new commerce platform often has the reputation of being difficult and not worth the effort and cost. That reputation isn't always deserved.

With the right balance of people, process, and technology, your implementation will be efficient, streamlined, cost-effective, and free of disruption to day-to-day business. The key is to choose the best platform and carefully plan, execute, and follow up on your implementation strategy.

This eBook outlines four essential phases to ensure a successful Adobe Commerce implementation and continue to get the most from the platform:

1. Address key technical considerations and deployment options
2. Get your people and teams ready
3. Build a detailed project plan to manage implementation
4. Achieve and maintain post-implementation success





Phase 1: Address key technical considerations and deployment options.

Careful planning prior to implementation is instrumental to achieving success. This means that you should build with the end goal in mind. And to lay out that goal better, it's critical to have clear answers through a requirements checklist that includes:

Business questions:

- What are the business goals for the new ecommerce platform?
- What is your timeframe to deliver the new ecommerce platform?
- Who are your main competitors? How do you want to differentiate your online experience from your competitors?
- Which teams or individuals are driving the ecommerce strategy? Describe the relevant positions.
- Will you require managed services?

Current platform questions:

- How is the current platform being hosted—on internal, hosting provider, private cloud servers, or hosted cloud servers?
- Which environments does the current platform have—development, QA, pre-production, production?
- How will the future platform be hosted—via internal, hosting provider, private cloud servers, or hosted cloud servers?
- How many web and database servers will be in the development environment?

Website questions:

- How many domestic websites will be implemented?
- Which languages will be implemented?
- How many international websites will be implemented?
- Which regions will the websites support?
- Which currencies will be implemented?

Integration questions:

- Which CMS system will be integrated with the platform (such as Adobe Experience Manager, WordPress, Drupal, and Concrete5)?
- Are there existing APIs that can be used?
- Has system-error handling been designed and developed for this third-party system integration?
- Which ERP system will be integrated (such as SAP and Microsoft Dynamics NAV)?

Feature-specific questions:

- Will you allow a customer to pick up items purchased on the website at a store?
- Will you have flexible coupons (ability to set per website, customer group, time, categories, or products)?
- Will you allow a customer to initiate the return of items from the website?
- Will there be different product pricing on different websites?

For a full requirements checklist, check out our [Adobe Commerce Implementation Playbook](#).

Considerations related to data sovereignty for multinational corporations.

If you're running multinational operations, consider where and how you will be hosting data. It's important to keep in mind that there are different policies for customer data in certain countries.

Keep data hosting and sizing requirements in mind. For example, will you need multiple instances in different geographies? How will your hosting needs evolve over the next few years?

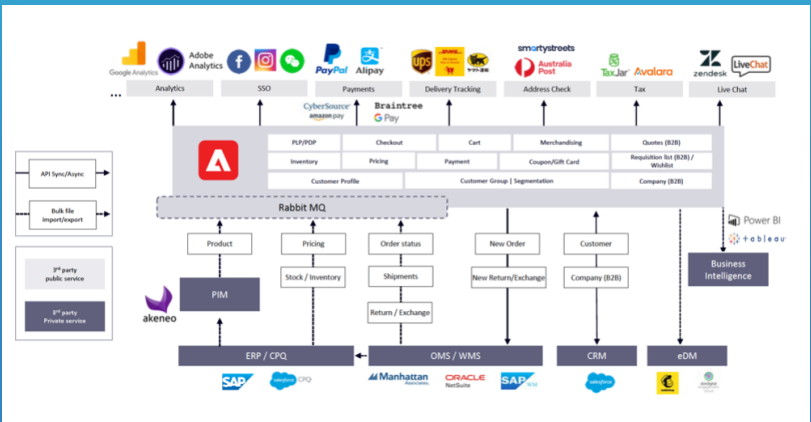


Think about how your commerce platform will integrate with other solutions.

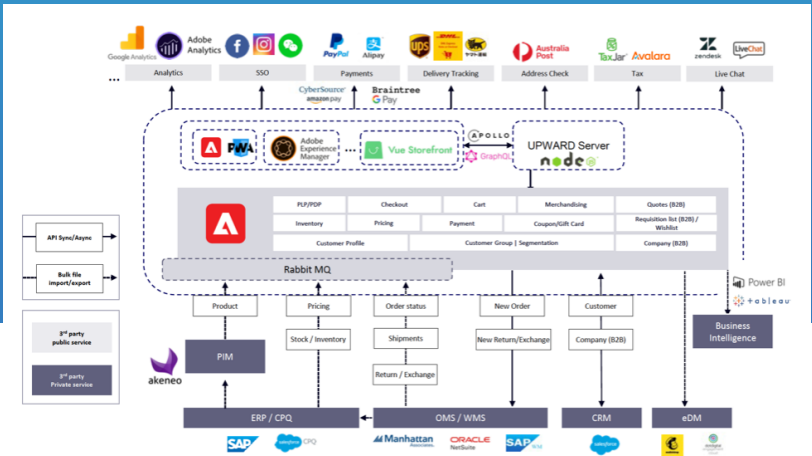
It's also important to plan how your commerce platform will integrate with other essential systems you rely on (for example, your ERP or CRM platforms). Adobe Commerce includes predefined APIs that make it easy to integrate with existing systems. For example, when you connect your ERP system to Adobe Commerce, you're able to sync your inventory, orders, customer data, and shipping details automatically between these two key systems. Both platforms will run with near-real-time data, and you can eliminate batch processes and managing orders by hand.

There are two main approaches to integrations and dataflows that are very similar but have one key difference.

Monolithic approach: Adobe Commerce as storefront.



Headless approach: Adobe Commerce as the back end and integrated with DXP, CMS, or customer application as storefront.



The only difference between the monolithic and headless approaches is storefront integration, which impacts the user experience for customer. The monolithic approach uses the Adobe Commerce storefront directly to integrate with third-party services, while the headless approach depends on its own storefront to customize and integrate with the same services. Some services, such as payment and SSO, will need both storefront and Adobe Commerce customization to finalize the integration flow.

Pre-implementation resources

Lastly, before implementation, it's helpful to encourage your teams to learn as much as they can about how Adobe Commerce works. They may find it helpful to check these resources:

- [Explore Adobe Commerce features and capabilities](#)
- [Learn more about the platform through Adobe courses](#)



Phase 2: Get your people and teams ready.



After you define your goals and deployment choices, the next step is to kick off the implementation process. Adobe takes a three-pronged approach focused on people, process, and technology (see sidebar).

Successful deployment typically requires two technical teams: one focused on implementation, and the other focused on running the platform after it is operational. Ideally, the two teams should be separate but work together in unity when it comes to planning and setting goals, performing sprints, and deploying new features.

The teams don't necessarily need to be internal. Across the globe, Adobe works with thousands of [solution partners](#) that, if required, can bring specific experience and expertise to your project. Adobe solution partners deliver proven expertise in the platform, digital

Adobe's focus: people, process, and technology.

People, process, and technology—as individual components of a three-pillared framework—are necessary for any organization to transform and grow. But to achieve success, you need to carefully balance the three and maintain good relationships among them. It's all about how the three pillars interact. People do the thinking, creating, and strategizing—and eventually complete the work. Processes are put in place to make things work as efficiently as possible. And technology helps streamline and improve processes so that people do their tasks well. Success is achieved by balancing and optimizing the relationships between the three pillars.

transformation, and implementing business processes to support ecommerce. Partners can also help with strategy and training your internal teams. This is particularly important for B2B companies who may have relatively less in-house ecommerce experience.

Ensure your technical team is educated and aligned on the platform. Where there are gaps in knowledge, Adobe Consulting or an Adobe partner can help support. The dependency on the size of the team is based on the complexity of the project. Within both your implementation and operational teams there are certain key technical roles:

IT project manager

The overall project leader that leads the discovery, design, and technical phases of implementation

Technical architect

The person responsible for system design, ensuring working system and API integrations and overall tracking of dependencies, issues, and risks

Functional lead

The person responsible for technical design of the commerce platform, involved in discovery, design, and technical phases of implementation

Back-end developers

Front-end developers

Includes designer

Content manager



All new features are implemented either by a third-party extension or creating a custom software extension. Your site's custom software development areas will be determined from the following:

- The gap analysis from the requirements discovery
- Full understanding of the site's data and business rules and how these fit within the platform core
- Identification of custom features from the existing site and how they will be replicated in Adobe Commerce
- How and where data, messaging, and functionality from third-party systems are integrated into Adobe Commerce.



Phase 3: Build a detailed project plan to manage implementation.

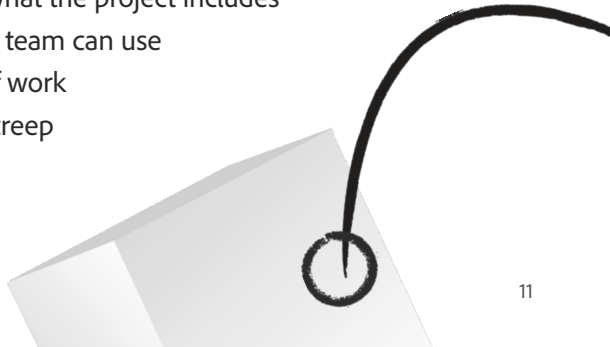
To ensure a successful implementation, a detailed project plan is required. This details the high-level tasks and timelines associated with the implementation and should include the following:

- Project vision
- Objectives
- Requirements
- Timelines and milestones
- KPIs
- Team and RACI matrix
- Budget
- Potential risks, overlapping integrations, and third-party dependencies

Outline your project scope.

A well-prepared scoping document serves as the foundation for your implementation process. It's a breakdown of the key stakeholders, processes, timelines, and requirements that are critical for understanding and executing a successful implementation. The scoping plan should include:

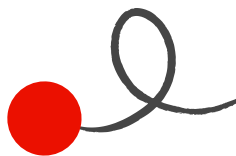
- Outline of precisely what the project includes
- Roadmap the project team can use
- Definition of scope of work
- How to avoid scope creep



Specifically, when establishing a roadmap and defining the scope of work, include these stages:

1. **Analysis:** Conduct market, competitor, and business analysis to understand strengths and weaknesses of the organization
2. **Requirements:** Lay out detailed requirements of what the organization wants at the end of the project
3. **Third-party providers:** Map out the integrations required by a third party (for example, payment, shipping, ratings, reviews, and so on)
4. **Design:** Plan using existing templates and company brand guidelines, and brainstorm requirements that are specific to design
5. **Migration plan:** Map out the steps that would be taken when migrating content, data, and so on

Best practices for planning and managing implementation.



To make the implementation process as seamless as possible for you and your business, Adobe has documented all the steps you need to take before you launch—and created a comprehensive launch checklist.

We also run one-day capabilities workshops that provide a first step in the deployment process. They include:

- **Project kickoff:** The initial step, which includes detailed project planning, roadmap, and schedule

- **Discovery:** Analysis of all the requirements in greater detail to understand business needs and expectations
- **Design:** Brainstorming done collaboratively with the client to understand what design they want for the site
- **Technical:** A workshop to define the technical aspects of building a site, which may include mapping out all integration points, data sharing protocols and methods, and your systems of record
- **QA:** Testing to help ensure that nothing goes live with bugs on the site, such as a broken page, poor checkout, or other issues

Find connectors and extensions at the Adobe Commerce Marketplace.

When planning your requirements, access thousands of apps that work with Adobe Commerce, as well as a rich selection of pre-built connectors and extensions through the Adobe Commerce Marketplace. This Adobe-managed marketplace offers a huge breadth of options, meaning you can find solutions easily and minimize your development needs.



Phase 4: Achieve and maintain post-implementation success.

The advantages of Adobe Commerce as product as a service (PaaS).

Adobe Commerce is a PaaS solution, meaning you get the benefits of the core product plus access to the Adobe Commerce Marketplace, with multiple different modules that plug directly into Adobe Commerce. This is unique from a digital commerce perspective.

For example, let's say you're a global retailer that wants to plug in a payment solution for China. There is an Adobe Commerce plug-and-play module that enables you to do this immediately.

Other popular Adobe Commerce extensions include Braintree and PayPal for payments, Abandoned Cart Email by Aheadworks to reengage customers, Fetchify for address auto-complete, and Bolt for one-click checkout.

Post-implementation resources

Once your implementation is complete and successful, Adobe will continue to be there for you through the Adobe Experience League. Through this invaluable, regularly updated resource, you can join thousands of other Adobe Commerce users—and even connect with them—as you learn to use the platform and hone your skills at your own pace. You'll also benefit by having access to:

- [Adobe Commerce User Guide](#): Detailed instructions and examples for how to use features and functions of the Adobe Commerce platform
- [Instructor-led training](#): Online and onsite options for training sessions

Accelerate your success.

Adobe Commerce Managed Services helps you reach your goals faster with hands-on help from Adobe experts. We assist you in tackling diverse commerce challenges. We achieve this by giving you direct access to Adobe Commerce product owners and engineers, unmatched experience, a distinctive end-to-end project approach, and a blend of in-house and industry best practices.

There are several tangible benefits of Managed Services for Adobe Commerce. You can decrease risk by increasing your security coverage. You can also minimize disruptions and increase ROI with simplified, automated day-to-day activities that reduce IT costs. In addition, you can speed up time to market with the help of cloud-based operations for speed, agility, and control.

Find out more



For detailed guidance on implementing each step of Adobe Commerce implementation, please also refer to the [*Adobe Commerce Implementation Playbook*](#).



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