



# 5 reasons why Adobe Commerce is the platform of choice.

Discover why Adobe Commerce is the right solution for your B2B, B2C, or hybrid ecommerce business.





# A complete solution for the age of ecommerce.

More people—both consumers and business buyers—are purchasing online. And that momentum is only growing. According to the [Adobe Digital Economy Index](#), global consumer digital commerce is on track to reach an astounding \$4.2 trillion this year. At the same time, we're seeing distinct trends: A growing number of companies are selling to both consumers and businesses. And most business buyers, 87% of them, want to self-serve all or part of their buying journey online.

The reality is that no matter who you sell to, digital commerce is a business-critical priority. And more businesses are catching on.



Companies like [ASUS](#), a leading brand for gaming and consumer notebooks, are using Adobe Commerce to deliver a robust and unified B2C and B2B commerce experience.

Relying on a network of resellers based in retail stores, ASUS was able to improve communications between their local office and resellers to enable a more accurate, streamlined process to track product purchases and distribution. At the same time, ASUS sought

to strengthen branding across the customer journey using their website, which offers the best source of information about their products. They introduced ecommerce to their website, which continued to encourage reseller commitment while also adding direct-to-consumer sales.

Adding ecommerce to their local brand website drove impressive results across revenue and engagement. Since launching on Adobe Commerce in June 2019, ASUS has seen a 56% increase in web and mobile revenue backed by a 59% growth in web and mobile transactions compared to the previous year. Web sessions have jumped by more than 32%, and page views have also improved by over one-third.

Unified B2B and B2C functionality is a key selling point, of course. But there are many reasons why businesses choose Adobe Commerce—from its ability to scale to its support for mobile-first experiences, and so much more.

This eBook looks at five different ways Adobe Commerce delivers value to our customers across industries.

According to an [IDC white paper on the business value of Adobe Commerce](#), customers typically realize a business value of:

**247%**

3-year ROI

**\$46.6M**

each year in incremental revenue



## REASON 1

# **Adobe Commerce supports both B2B and B2C commerce as well as emerging revenue models.**

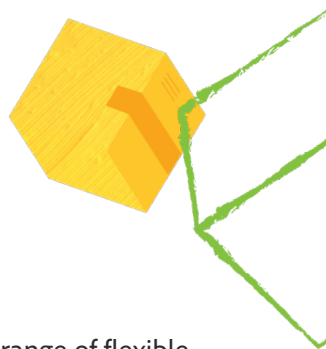
Today's digital commerce businesses understand the power of diversification. If you're selling to consumers only, your revenue can fluctuate greatly according to seasonal, industry, and social trends. If you sell only to businesses, you can find yourself dependent on a relatively small number of large accounts. Similarly, if you don't offer subscriptions, revenue can easily fluctuate with short-term shifts in demand.

More businesses are choosing Adobe Commerce because of its proven functionality. It was named a Leader by Gartner in the 2021 Magic Quadrant for Digital Commerce and both B2B and B2C Forrester Wave™ reports.

By combining B2C and B2B selling and adding new revenue models, you can help your business diversify, reduce risk, and earn more every year. The good news is that Adobe Commerce can help businesses establish and execute on a diversified strategy by providing a single, unified platform for B2C and B2B selling. Manage all your online commerce through a single platform to build a strategic advantage—and greater control.

Adobe Commerce includes a full set of native B2B functionality that business customers have come to expect in a digital buying experience, including:

- Company-specific catalogs and pricing
- Company accounts
- Self-service account management
- Quoting
- Quick ordering
- Approval workflows



The platform is also easily customizable with a range of flexible APIs as well as thousands of extensions from [Adobe's Commerce Marketplace](#). It also supports a wide range of different business models, including subscription-based selling and recurring orders.

It was this diversified set of options that drew Unipart, one of the UK's largest privately owned companies, to Adobe Commerce. Unipart's unique automotive app connects individual motorists who can book garage services directly online with a network of independently owned garages (its B2B clients).

In just 5 months, the company has seen a 40% increase in website traffic, a 75% increase in online orders, and a 50% reduction in phone calls and faxes.



## REASON 2

# **Deliver personalized commerce experiences with the power of AI.**

Prior to the pandemic, customers wanted personalized experiences—but today that trend has intensified as more customers crave connection through digital channels. That's why businesses are recognizing gradually the power of artificial intelligence (AI) as a way to engage and connect with customers more effectively and seamlessly.

But gaining insight about customer behavior is not an easy task. Ironically, technology—and AI in particular—is needed to help businesses increase their agility, responsiveness, and creativity to enable those experiences.

A joint study between Adobe and Forrester revealed that more than half—56%—of businesses will invest in AI this year. Adobe Sensei is Adobe's proven AI and machine learning solution that helps retailers predict customer needs in real time. It brings the power of AI and machine learning to experiences—deepening insights, enhancing creative expression, accelerating tasks and workflows, and driving real-time decisions.



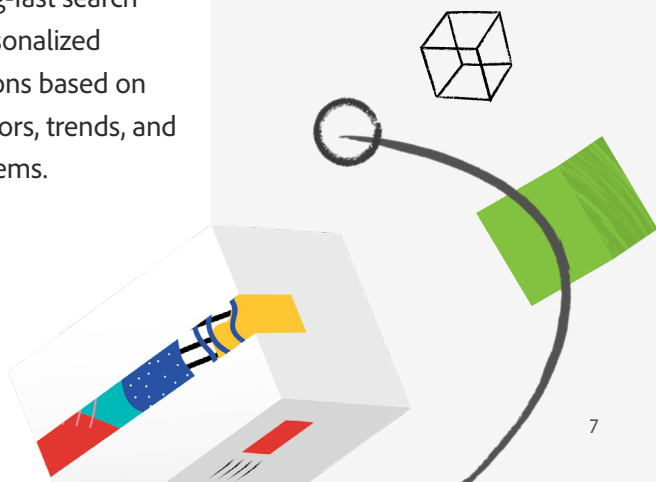
Shoppers that engage with product recommendations are 2x more likely to return to your store.

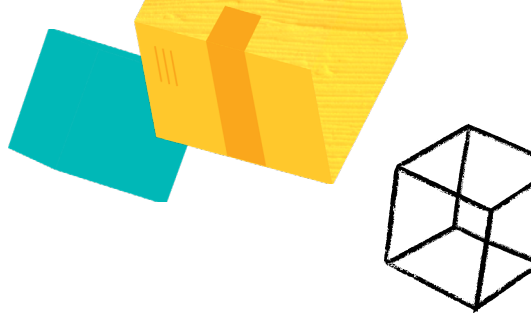
Adobe Commerce comes with AI-powered product recommendations and search capabilities that enable greater connections.

- Product Recommendations, powered by Adobe Sensei, deliver more relevant B2B and B2C browsing experiences by automatically suggesting related products based on shopper behavior, specific product features, overall searches, trends, and more.
- Live Search, powered by Adobe Sensei, delivers smarter, faster recommendation results for shoppers by giving merchants real-time data to deliver lightning-fast search results and personalized recommendations based on shopper behaviors, trends, and similarities of items.

## EXPERIENCE THIS

- Help customers find what they're looking for in less time with Live Search
- Increase conversions and grow revenue with recommended products powered by Sensei
- Keep your customers engaged with a variety of product recommendation types—shopper-based, item-based, contextual popularity-based, and more
- Save time with powerful automation that streamlines back-end workflows and metrics





## REASON 3

# Manage all your sites in one place—and add new ones with the Global Reference Architecture.

With the growth of digital marketplaces, B2B, B2C, and hybrid businesses are capitalizing on the opportunity. Many are doing this by expanding their online presence. In a [survey](#) of over 100 ecommerce businesses by Adobe, 49% named “starting a new direct-to-consumer (D2C) or B2B ecommerce site” as a top growth strategy.

But adding and maintaining new websites can be a major challenge. It typically means new setup and license fees. Product and content updates for each site must be handled separately. And running analytics for your whole business requires exporting data from each commerce platform. It’s a lot of extra work—and added costs—that can potentially stifle growth.

Adobe Commerce, however, allows you to leverage a Global Reference Architecture, which makes the process of adding sites—for new brands, new local language sites, and so on—simpler and more straightforward.

The Global Reference Architecture is a generic, best-practice framework for an ecommerce store. When you add new Adobe Commerce sites using the Reference Architecture, you don’t have to

buy new licenses or learn to install a new platform. Instead, you can manage all your sites from a central dashboard. You can also run business intelligence reports without having to gather and normalize data.

Established brands are using the GRA to streamline expansion. HP Inc., for example, launched five different regional stores—in India, Indonesia, Thailand, China, and Hong Kong—on just one platform. They're using the GRA to expand their already extensively global reach into local markets. Using Adobe Commerce Cloud and creating a GRA, they've expanded into 27 markets worldwide. In India alone, they've launched 600 Click and Collect stores. Plus, they're able to launch new capabilities faster than ever. In fact, in the first 18 months postlaunch, they applied agile methodology to deliver over 600 new features and enhancements in 130 releases.

Similarly, HanesBrands Inc., a leading marketer of everyday basic apparel with over 30 brands in the Americas, Europe, Australia, and Asia Pacific, turned to Adobe Commerce to help drive its expansion. With help from the BORN Group, the company migrated from its legacy platform to Adobe Commerce successfully and, using a GRA, rolled out multiple brands across multiple countries.

The more agile and nimble Adobe Commerce platform helps HanesBrands streamline their global business while also consolidating costs because they can reuse assets globally. According to Mark Vickers, director of global ecommerce at HanesBrands, "We're at a point now where we're standing up a new brand website about every two weeks based on the foundational component of having a GRA."





## REASON 4

# **Scale and extend your platform rapidly as customer needs evolve and capacity requirements increase.**

Your customers' needs are continually changing. So as your business grows, you may need to add new functionality to keep pace with evolving demands. Your website should also be able to handle increasing traffic and transaction volumes.

If you can't do either of these things, you may alienate customers and prospects. Customers expect your web store to keep pace with your competitors. Failed transactions can cause customers to lose confidence in your site, while slow-loading pages can cause them to lose patience.

A Google study found that a 1-second delay in mobile load times can impact conversion rates by up to 20%. If it takes your web pages 3 seconds or longer to load, speeding them up can quickly boost your bottom line. As a benchmark, Google itself aims for under half a second load time.

Adobe Commerce is designed to help your business deliver excellent customer experiences as you grow. There are thousands of extensions on Adobe's Commerce Marketplace that let you quickly add new functionality quickly without time-consuming,

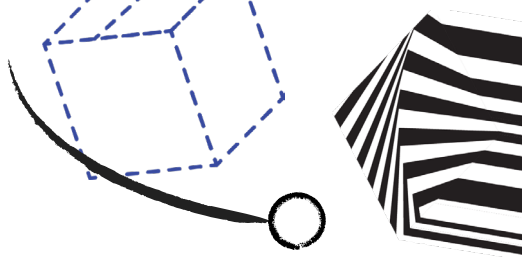
custom development cycles. Adobe Commerce APIs and pre-built connectors also make it easy to integrate your ecommerce site with business-critical platforms—such as CRM, ERP, POS, and so on—as you grow.

Adobe Commerce in the cloud is built for reliability, scalability, and performance. With the choice between managed and dedicated AWS or Azure cloud infrastructure, you can deploy an ecommerce store regardless of size. Likewise, built-in integration with Fastly's CDN accelerates your store's performance as it manages all aspects of caching and content delivery. The CDN even stores media files.

Our SLAs also include “surge protection” to help you handle unexpected growth or busy periods. If the holidays are approaching or you're planning an online event with high-traffic expectations, you can file a supportticket very easily to request temporary additional cloud capacity.

Anthony Potgieter, former director of ecommerce at Wyze Labs in Seattle, Washington, recognized the speed and performance benefits of using a cloud-hosted solution. “I'm one person and need to look after a lot of other business aspects,” said Potgieter. “So it was a no-brainer to go for the cloud-hosted version with support and ability to track metrics and service.” While Wyze switched to Adobe Commerce to scale easily during product launch events and holiday season spikes, the company also saw tremendous improvements in the customer experience flow. They went from 20 to 850 orders per minute, and reduced website page loads from 8 seconds to 2 seconds.





## REASON 5

# Provide a highly differentiated front-end experience for every channel.

Digital commerce has moved beyond the desktop into many other channels and touchpoints, including mobile, marketplaces, social media, in-person kiosks, and more. Mobile selling in particular has become critical for both B2B and B2C sellers.

That's because 40% of US consumer digital commerce transactions now occur on mobile phones. And other countries, like Japan (61%) and the UK (49%), are even more mobile-centric.

Meanwhile, business buyers are researching products increasingly on their mobile phones. As more of them get back on the road, they'll need to order products and approve transactions via mobile.

Customers want commerce experiences that are compelling, personalized, and convenient. Brands must continually improve their commerce front end to stay competitive. Adobe Commerce makes it easy to deliver an exceptional and unique user experience. Its API-driven architecture means businesses can decouple the Adobe Commerce UI from its back end easily and take advantage of a headless development model.

With headless development, you can create multiple highly customized front ends for all of your channels and power them all

with Adobe Commerce. Merchants can quickly create, evaluate, and deploy shoppable experiences quickly and give customers faster response times and smoother experiences.

PINO, a business founded in Germany in 1904 that sells products and therapy concepts wanted to optimize the channel for each experience. "It was clear that we had to go into a headless scenario," says Stefan Willkommer, founder and CEO at TechDivision (an Adobe Commerce solution partner working with PINO). This way PINO could keep the current shop and current channels easily but expand them with innovative implementations. "Adobe Commerce, with features like GraphQL APIs and the PWA Studio, proved to be extremely helpful in this respect," Willkommer said.

Adobe Commerce also makes building your mobile-first front end more seamless than ever. The PWA Studio allows developers to quickly build progressive web apps (PWAs), which are websites that use modern web capabilities to behave like native apps but are delivered directly through the mobile browser. PWAs replace the patchwork of responsive websites and mobile apps with a single code base that works for all end points, delivering a much richer mobile experience on any device—mobile phones, tablets, and desktop.

Eleganza is a well-known, high-end fashion retailer based in the Netherlands—with an expanding international customer base. The company found that almost 90% of customers were using their mobile phones to visit its online stores. Eleganza had an opportunity to transform their mobile shopping experience with PWAs and chose to implement with PWA Studio. Out of the gate, the company is seeing great results with:

- 76% increase in pages per session

- 23% faster average page load time
- 372% faster average server reaction time

"We have seen immediate benefits in our investment in PWA," said Guus van der Staak, ecommerce manager at Eleganza, reflecting on the short and long-term benefits of using PWA Studio. "We look forward to realizing additional value in the future as PWA not only brings us to the forefront of our market, but keeps us there for years to come."



# Supercharge your digital commerce.



Whether you need to unify your commerce experience like ASUS, expand globally like HanesBrand, or drive your customer experience into the next generation with AI-enabled features, Adobe Commerce is the leading-edge technology you need.

“ We now have more than 50 stores on the cloud installation in 7 languages with 35,000 products per store. Each of the stores has different options, payment methods, shipping rules, localized content, product availability, and ecommerce.”

**Theodor Tollefsen**

Consumer Business Director, Helly Hansen



## EXPERIENCE THIS

- Supports B2B and B2C—to expand your revenue opportunities.
- Delivers personalized experiences—to better connect and engage customers.
- Manages everything in one place—to expand online presence.
- Scales rapidly—to handle evolving customer needs and growing capacity requirements.
- Differentiates front ends—unique to every commerce channel.

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