

PRODUCT SHOWCASE

Why Adobe Commerce is better on the cloud.

Moving to Adobe Commerce, powered by Magento, with pre-integrated cloud services can fuel faster growth and lower your total cost of ownership (TCO).

According to the *Adobe Digital Economy Index*, consumers are shopping online more than ever before. Digital commerce grew 76.2% year over year in June 2020, and it's likely to keep growing. In response, businesses of all sizes are adding new web stores and enhancing the ones they have. To succeed in this competitive environment, you'll need to scale as demand rises and pivot as customer needs change—both while keeping costs low.

This usually means moving to the cloud, because running your Magento Open Source commerce platform on premises can be costly and time-consuming. A local Open Source platform can be difficult to scale too, often requiring a major investment in infrastructure as well as IT staff to deploy Open Source software with new releases, upgrades, and security patches. As your business evolves, you'll need to buy more equipment and hire more people.

This fact sheet will summarize why you should switch to Adobe Commerce on cloud and where you can go to learn more.

Speed: Get faster to grow faster.

Nobody has patience for slow web stores, and that's especially true on mobile. As a mobile customer's page load time lengthens from one to five seconds, the probability that they'll digitally "walk out" of your store increases 90%, according to Google and SOASTA Research.

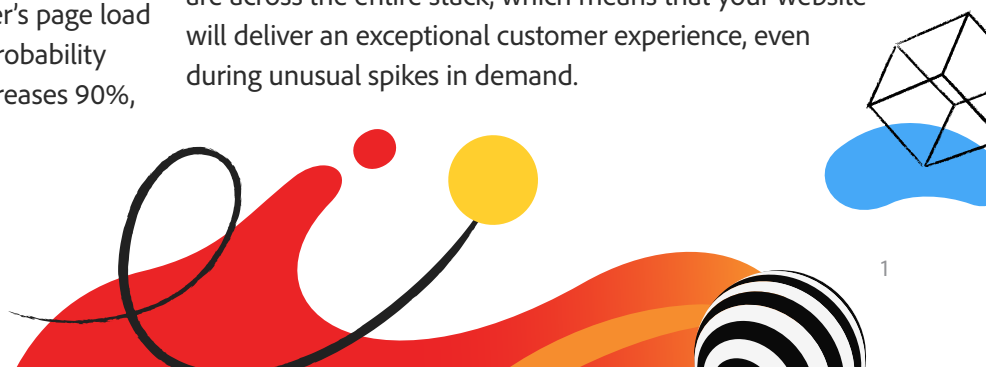
Adobe Commerce on cloud is designed to maximize performance, which can improve conversion rates and reduce bounce rates. By deploying to cloud, customers can drop page load times by three seconds or more.

Surge protection: Respond to spikes in traffic and transactions.

The global pandemic has changed online shopping behavior. It has led to big surges in traffic and transactions for a wide variety of websites—and that's on top of normal seasonal changes in demand, which can be huge. Econsultancy reports that traffic levels in the week before Christmas can be 800% higher than during normal periods.

If your digital commerce platform can't handle surges in traffic and transactions, your website may slow down or even crash. This kind of unexpected downtime can lead to customer dissatisfaction and lost revenue.

That's why Adobe Commerce comes with "surge protection" service level agreements (SLAs) designed to handle sudden increases in store activity and prevent downtime. Our 99.99%—or "four nines"—services and support guarantees are across the entire stack, which means that your website will deliver an exceptional customer experience, even during unusual spikes in demand.



Lower TCO: Manage costs as you expand.

Growing an on-premises digital commerce environment is expensive. It typically means investing in new hardware, software, and networking components based on traffic and transaction forecasts. You'll also need skilled IT staff, who may be hard to find. But this kind of investment can be risky. If your forecasts are off, you can end up with a lot of extra capacity—and increased maintenance costs.

Running Adobe Commerce on our cloud platform eliminates the need for costly infrastructure and other cloud services. We include tools and support to help you with routine maintenance tasks like installing security patches, deploying software upgrades, monitoring the health of the application, and more. Most businesses that transition from on-premises to cloud end up spending less overall—even if they were running Magento Open Source software. Plus, your IT staff will be able to focus on applying technology to business challenges rather than putting out day-to-day fires.

Rich feature set: Deliver an amazing customer experience.

Adobe Commerce on cloud comes with built-in features not included with Magento Open Source. Get everything you need to deliver a great customer experience right out of the box.

Pre-integrated cloud services

Our pre-integrated cloud services give you the same benefits you get from leading SaaS providers—built-in security, performance monitoring and optimization, managed cloud infrastructure—all without sacrificing the flexibility that makes our commerce platform unique.

Page Builder advanced capabilities

For simple use cases, Page Builder is available on Magento Open Source for drag-and-drop content editing. As content requirements grow more complex, Adobe Commerce

Did you know?

165%

is the average 3-year ROI for businesses switching to Adobe Commerce on cloud.

customers gain access to additional capabilities that make it easier to control and personalize the commerce experience without assistance from an agency or a developer.

Product recommendations powered by Adobe Sensei

This new capability using machine learning makes it easy to set up personalized product recommendations that increase customer conversions.

Hybrid functionality

Adobe Commerce is available with full-featured B2C and B2B commerce capabilities, so you can manage all your businesses on one platform. That lets you spend more time improving your customer experience and less time administering the site.

Ready to learn more?

Adobe Commerce on cloud comes in two versions—Starter and Pro. Discover which one is right for you.

[Learn more about Adobe Commerce](#)

[Explore features exclusive to Adobe Commerce](#)

[Get in touch with our team](#)

Sources

"10 of the Best Digital Marketing Stats We've Seen this Week," Econsultancy, October 27, 2017.

"Adobe Digital Economy Index," June 2020.

Google/SOASTA Research, 2017.



© 2021 Adobe. All rights reserved.

Adobe, the Adobe logo, Adobe Commerce, and Magento are either registered trademarks or trademarks of Adobe in the United States and/or other countries.