



**bloomreach.**



**commercetools**  
*Next generation commerce*

# The Only Brands that will Survive the Future are Fast and Flexible

Two visionary solutions are freeing brands to create more relevant, individualized customer experiences.



Bloomreach Named a Visionary in Digital Experience Platforms



commercetools Named a Visionary in Digital Commerce

# INNOVATE WITHOUT THE WAIT...

Customers want what's fast, fresh and new. Building a differentiated customer shopping experience is a necessity. But platforms of the past are slow and inflexible. The answer is a best-in-class solution from two industry visionaries: commercetools for microservices-based commerce and BloomReach for intelligent digital experience. It's the fast and the flexible who win. Empower your marketers to create. Enable merchandisers to experiment. Embrace an architecture of velocity.

## COMMERCE FOR THE POST WEB ERA

The industry's only cloud native, all API-based commerce platform designed for microservices.

### Smart Commerce APIs™

Quickly and easily make every moment shoppable; add shopping functionality for today's devices and channels as well as for those we have not yet imagined. Connect to any enterprise application like payment, ERP, etc.

### Microservices

Use our flexible commerce building blocks to gain speed and assemble your customized applications. Choose from hundreds of microcomponents, each with a dedicated functionality.

Plus, release new features and functionality on a daily basis instead of waiting for the next full-platform release.

### Cloud native

Deliver infinite elasticity and real-time scalability so your customers and sales never have to suffer system outages or bandwidth degradation—even with the highest seasonal spikes or unexpected site traffic.

### Beyond Traditional Web Shopping Sites

Web, Mobile, POS, Social, IoT: Engage and convert your customers on any channel, with any device, from one single platform.

## AN EXPERIENCE PLATFORM TO MATCH YOUR NEED FOR SPEED

### The Only Open and Intelligent Experience Platform

### Digital Experience Platform (DXP) vs CMS or WCM

Go beyond simply organizing and managing online content with an experience platform that allows sharing of assets across any digital touchpoint - online, in-store, billboard, kiosks, customer portals, or ecommerce system.

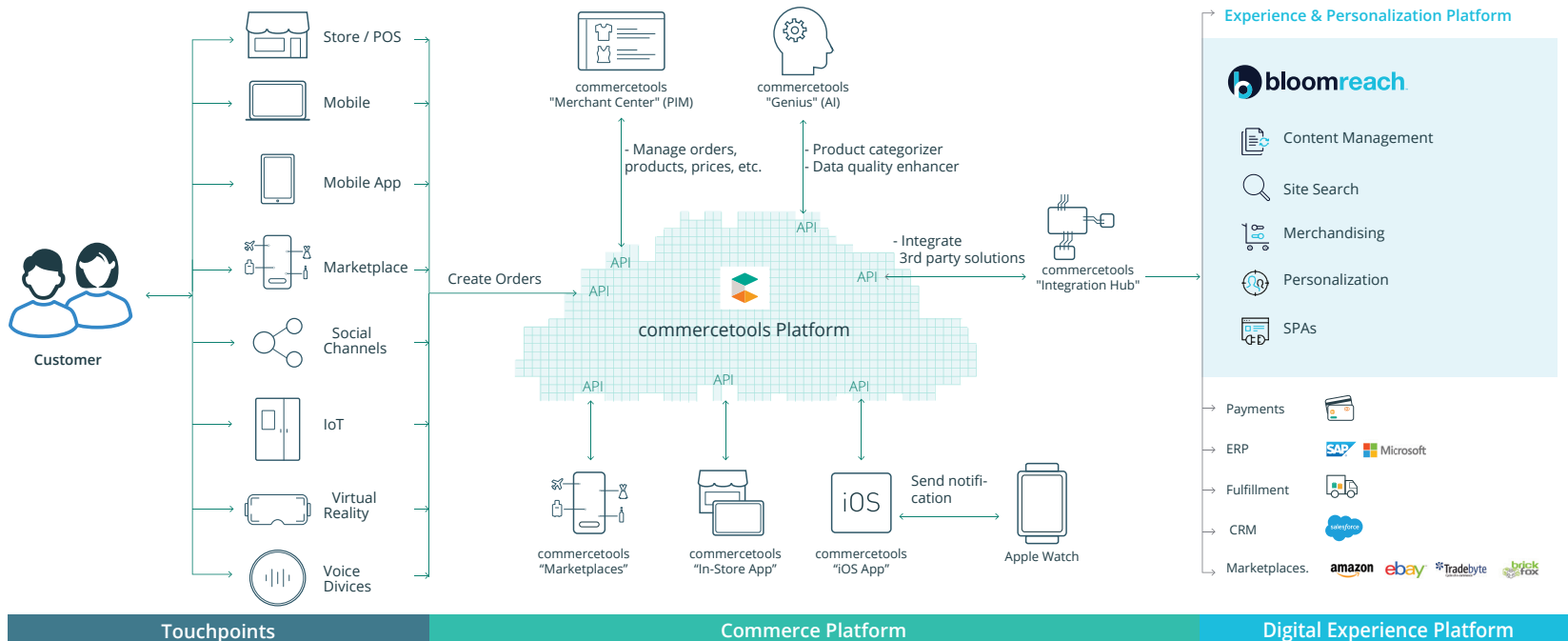
easily create connected customer experiences using multiple digital touchpoints for every customer, every day everywhere.

### Site Search/Merchandizing

Empower the marketing team and enable the IT team to deliver innovative new features and business processes as well as test and deploy new commerce channels in days vs. weeks or months with all-in-one monolithic solutions.

### Microservices and APIs

The BloomReach DXP is complementary to the commercetools commerce platform in that it is built on APIs and in a microservices style. Quickly and



Agencies, integrators and enterprises love the power and flexibility of the commercetools and BloomReach solution. Here's what Mike Reynolds of award-winning digital agency Authentic had to say:

*"The combination of what we're getting from the commercetools/Bloomreach solution is just so great because it's bringing together these tools that do 3 different things very well. Commerce, content and product discovery."*

*"What I find so powerful about the solution is that we're doing this all through APIs. It allows for better orchestration for a customer. Not one system is dominant. We're able to bring all these pieces together almost like... it's one big application. From an integrator perspective, we can use the best of breed for each implementation. And it's a single unified experience for the customer."*



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