commercetools
Next generation commerce

Best of 2018 commercetools

Welcome

Dear commercetoolers, partners, customers, and friends,

2018 is almost over, the holidays and the new year are already within reach. As is every year at a young (yes, I count 12 years still as the early days of a business), growing company in a fast moving market, this one was full of highlights, great achievements, changes and also learnings, throwbacks, and adjustments.

Overall it was a very successful year: Our product revenue growth rate was quite high and we signed major customer deals in Europe, the US and Latin America. Our cloud-native platform is still one-of-a-kind compared to our competition and we grew and improved our product teams to enable us to continue to lead the market and

prepare us for whatever comes next. We trained more partners and their developers than ever before, providing onboarding of our technologies and tools almost every week of the year. The industry analyst firms took notice too, with commercetools being positioned well in evaluations conducted by the "big 3" – Forrester, Gartner and IDC.

To our partners, customers and commercetoolers – thank you for being a major part of our growth and success. We look forward to a long and fruitful relationship.

Now please enjoy this recap of the year. And I can promise that 2019 will be just as exciting and challenging as we continue to deliver "Commerce at the Speed of Wow".

Sincerely Yours,
Dirk Hoerig

Review

Dirk Hoerig, CEO and Co-Founder

When you have a goal – a very challenging one – something that might seem unreachable, something most people will tell you is impossible, there are a few things that are critical for your path to success. These include passion, the power of endurance, and cleverness. The other one is "focus". At commercetools we have such a goal. It's embedded in our DNA through our vision and the mission that we all share: to provide the best software platform to suit today's and tomorrow's challenges in digital commerce. In a world full of change, connected devices, and demanding customers, businesses need to be more flexible than ever. What today is not possible might be a multi-billion dollar business tomorrow. By giving our customers and partners the most flexible commerce platform, delivered at global scale, we are not only helping them maintain their competitive advantage, but we are also changing the commerce platform market. By doing so, we want to become a global market leader for next-generation commerce software.

So when we look back at everything we did within the last year – did we stay on track to achieve our long-term goal? Did we put the right focus on the business strategy and execution? We clearly did, despite myriad challenges and opportunities.

Let's take a quick look back at 2018:

The most visible sign of any company's success can be seen through the success of its new and existing customers as well as its strategic partners. This year, we have seen a lot of great go-lives in various industries and businesses leading their markets with innovation and vision: the mobile-driven B2B marketplace from scrappel/Alba, the in-car offerings at Audi.

Another indicator of success is revenue growth. In 2018, we focused intently on growth and ultimately increased our overall product revenue more than 70%. We signed great customers from all over the world including leading brands like Bang & Olufsen, Daimler, EXPRESS and one of the worlds most iconic brands famous for its construction toys, that much like microservices, build brick by brick into awesome creations.

Over the course of the past year, we also succeeded to play a major role in disrupting the commerce market. The shift from desktop-oriented monolithic software to cloud-based, flexible API technologies is more relevant than ever – and we are at its epicenter. It is very rare that companies have the right product at the right moment. During our early years, we often felt our approach was a bit too early. But this has changed. Now everybody claims to do microservices, APIs, and cloud-only; so what we envisioned and brought to market first is now the biggest movement in commerce technology.

Which brings me to another remarkable milestone of 2018: Analysts recognize us as the leader of modern commerce technologies. For the first time ever commercetools is covered by all three global IT analyst firms as a relevant global player. First, Gartner positioned us for the first time in their well-received Magic Quadrant for Digital Commerce as a Visionary. Forrester followed with an update of their B2C Wave for Commerce Suites, positioning us stronger compared to the previous year. And last but not least, IDC listed us as a Major Player in their recent Marketscapes for B2C Commerce report.

On the organizational side, a lot of things happened as well: from structuring and growing our product teams to vertical units to complete new roles and departments at our main offices in Munich, Berlin, and Durham. On top of that, we also opened new offices in Amsterdam and Jena and – following a strategic growth plan – are adding locations in London and Singapore. All of that is related to our long-term growth strategy. The demand for both global operations and sales is increasing as we bring on a growing number of global retail and manufacturing brands. With the REWE Group as our supporter and strategic investor, we plotted a course to get even closer to our leadership ambitions by further leveraging our momentum and gaining a larger market share. The result was a $17 million investment to increase our global availability, operations, sales and marketing while making sure that we not only maintain but improve our product quality and competitive advantage.

Outlook

Dirk Hoerig, CEO and Co-Founder

So what will 2019 look like? I can't predict the future but I can promise that we will not compromise on our mission and our path to success. We will stay as focused and committed as we have ever been. Though we keep growing on all levels, 2019 will definitely be exciting, fun and challenging in many ways. Not only are we planning for the biggest increase of customers in the company's history, we also expect more of everything: more partners, more developers to be trained, more support requests, new requirements and use cases built on top of our technology, great new brands innovating with commerce, more colleagues to be onboarded, constant improvements of internal and external communication and lots of learnings – even in areas where we think we know it all. Overall, we are passionate about – and are focused on – the most exciting business journey we could possibly be a part of.

Who we are

Our People. Our Strength.

New Employees	Nationalities	Offices	Average age
50	**37**	**5** + 2 coming	**33 years**

Our first 100% commercetools baby!

Would you like to have a family, but you haven't found the right partner just yet – commercetools helps!

Back in 2015, our Event Manager Janine and our Head of Professional Services, Mitsch, found they were the perfect match. Two years later Janine moved from our Munich to the Berlin office. They used this opportunity of living together to support our Talent Acquisition Team in their young talent development strategy. On the 3rd of August 2018, we all received the good news of the very first internal commercetools baby Josh. Let's wait and see if Josh will support the marketing team or become a Software Engineer ...!

What we do

Product Highlights

Kelly Goetsch, Chief Product Officer

commercetools is revolutionizing the digital commerce platform market by offering industry-leading APIs that serve as the building blocks of next generation commerce initiatives.

To walk the talk and turn our vision into reality, we focus on four pillars:

No upgrades.
The APIs evolve over time in a backward compatible manner.

No hosting.
We deploy and manage our multi-tenant public cloud platform. You simply get a project key.

Developer friendly.
We offer five different SDKs, GraphQL and a host of other features that make it easy to use commercetools.
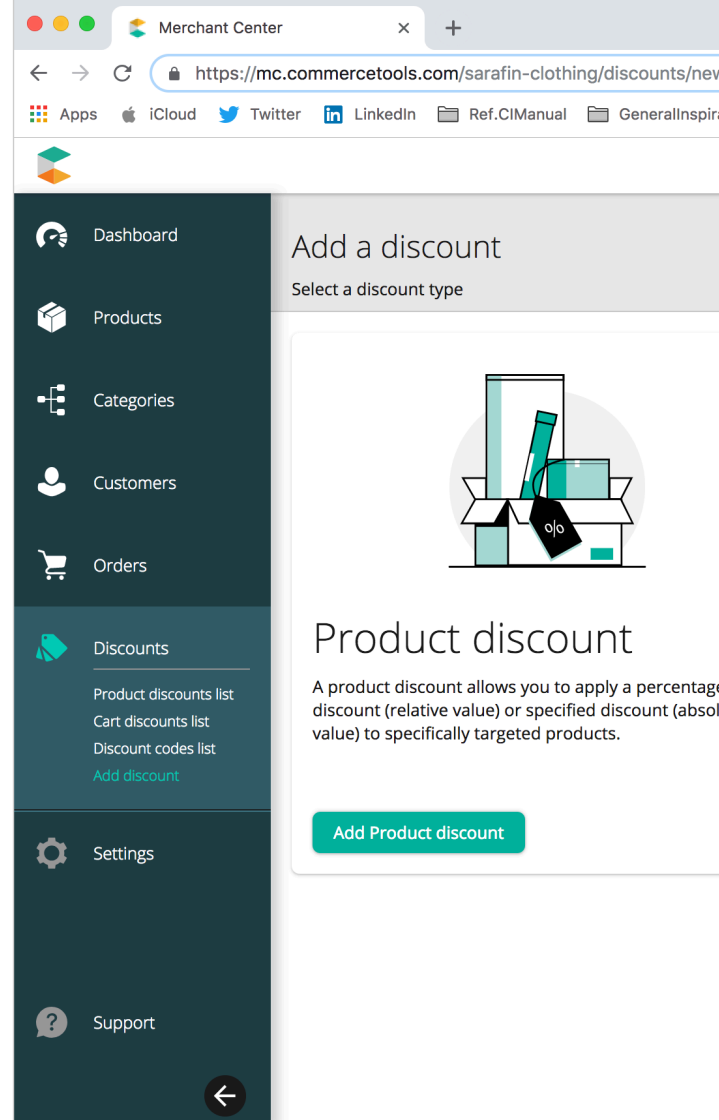
Post-web.
Forrester summed it up best when they said "Its (commercetools') true value is to those who want to deliver the next generation of commerce experiences."

In support of this product vision, 2018 was the busiest yet for the product organization. Internally, the organization grew by almost 30% and fully re-organized into seven teams (PIM, checkout, etc), composed of both front and back end developers. Individual teams can make changes to their domains and publish those changes to production.

In addition to the verticalization initiative, the entire product team was incredibly busy delivering entirely new market-leading extensibility features (one of which is being patented), continuing to mature the Merchant Center, expanding support for GraphQL, supporting multiple public clouds (including AWS and Azure), and hundreds of smaller features and enhancements. As always, all releases are documented publicly.

Beyond feature development, the product team has been hard at work serving as thought leaders for the new approach to commerce that we're pioneering. Many developers and product owners at commercetools contribute to our tech blog and speak regularly at conferences.

With Forrester scoring us 5/5 for roadmap vision and product roadmap, I'm confident that our partners and customers will continue to see market-leading innovation from commercetools in support of the next generation of commerce initiatives.

Merchant Center

https://mc.commercetools.com/sarafin-clothing/discounts/new

Apps   iCloud   Twitter   LinkedIn   Ref.CIManual   GeneralInspira

Dashboard

Products

Categories

Customers

Orders

Discounts

Product discounts list
Cart discounts list
Discount codes list
Add discount

Settings

Support

Add a discount

Select a discount type

Product discount

A product discount allows you to apply a percentage discount (relative value) or specified discount (absol value) to specifically targeted products.

Add Product discount

What we do

Case Book

Travel

"Traveling – it leaves you speechless, then turns you into a storyteller."
Ibn Battuta

_____

Eurail.com
Learn More

The customer journey for travelers winds through many channels. Facebook, Instagram, etc. inspire adventure-seekers. They search for offers on mobile devices and book individual components. In the travel app, the ticket, boarding pass, and confirmation are sent directly to the smartphone. But that's nowhere near the end of the customer journey.

Company & project setup

- Pureplay
- Content-driven
- Internationalization

What commercetools brought to the table

- Proof-of-concept within 10 days
- Microservice approach
- Integration with Adobe Experience Manager

As an online pure player, Eurail.com interfaces with their consumers exclusively via their webshop(s) as well as e-mail and social media. This posed several challenges for the commerce transformation project. First, the websites had to be easy to navigate and user-friendly for consumers while being easy for developers to use. Second, because several rail and ferry companies including Trenitalia, the Belgian NMBS, and the Deutsche Bahn partner with Eurail.com, B2B interfaces were a high priority. Third, interfaces to third-party applications like travel insurers and accommodation providers needed well-documented and open APIs. But the biggest challenge was that the new Content Management System had to be implemented during active operations with no site downtime.

"We need a web presence which our team can easily populate with content and which can be flexibly adapted to our needs. We need this sort of flexibility, for example, when it comes to pushing short-term incentives and offers. It's unrealistic to program that sort of thing for weeks in advance. It has to work on the fly."

– Roel Verhagen, Head of eCommerce at Eurail.com

B2B2C

Is it really eCommerce if you're not selling online?

GEBERIT

Highly sophisticated, varied product catalogues, individual search screens as well as sorting and filtering logic are an essential part of B2B business. How to move all this complexity online, merge data sets from different systems?

Company & project setup

- B2B2C
- Product presentation
- Platform

Continuous business process optimization is a strategic pillar of the Geberit Group, European market leader for sanitary products. In order to be true to this principle, they needed to break new digital ground in the area of product presentation. The key was to digitize the processes without changing the successful

What commercetools brought to the table

- API approach
- Sunrise Quickstart
- Auto-Scaling

three-stage sales model or the established partner network. Following the successful launch of the online product catalogue in over 30 markets, now it's about further developing the multi-channel business platform: expand product data and functions, integrate new businesses, optimize APIs. Let it flow …

"Is it really eCommerce if you're not selling online? Yes, it is! Going through multiple touchpoints during a sales cycle can't stop at providing ways to connect systems. It has to also connect business models. The fact that actual sales happen outside the website only means that touchpoints are connected beyond API connections."

– Hauke Rahm, Customer Success Manager at commercetools

Why think locally when the business has long been international?

RIEDEL
THE WINE GLASS COMPANY

Learn More

The days when it was enough just to publish product information online or to fill the shelves in the store purposefully but unimaginatively are over. Instead, creativity is required. Customers want inspiration. Globally. Individually.

Company & project setup

o Content-driven
o Internationalization
o Consolidation

In the beginning, it was only meant to be a small step: The parent company of the traditional business Riedel in Kufstein, Austria, needed a homepage relaunch. But it quickly ballooned into something bigger. The plan was hatched to launch a single domain for all customers worldwide including individual and

What commercetools brought to the table

o Microservices
o Integration with Magnolia CMS
o Customization

business customers alike. The implementation of the commercetools platform and its individually deployable microservices now makes the webshop, shop for gastronomic businesses and website as a single unit operable worldwide.

"What we want to achieve is having to set up data only once, instead of ten times like we used to. That translates into an incalculable amount of time and resources for every business. We're on the right track with commercetools."

– Rosita Gschwentner, eCommerce Management at Riedel (Austrian headquarters)

Retail

Grand Beginnings – Grand Development – Grand Potential

GrandVision

Learn More

As a global leader in optical retailing, GrandVision has physical stores all over the globe and is the company behind various brands, including Pearle, Eye Wish, Apollo-Optik, and Vision Express. In most countries, it sells sunglasses, lenses and other eye-related products through its websites.

Company & project setup

- Internationalization
- Consolidation
- Multi-Brand

GrandVision operated approximately sixty different websites, all based on their individual systems. It was imperative that they centralize these systems – not

What commercetools brought to the table

- Modular architecture
- Low TCO
- Integration with BloomReach DXP

only to save on license costs but also to manage IT more efficiently.

"GrandVision represents the type of innovative retailer that will thrive globally by meshing the online and offline customer journey including future channels such as virtual assistants or social selling. That fits exactly with our post-web DNA. We are thrilled to help this dynamic company to handle its transactions in all 44 countries it's active in, with just one commerce platform."

– Dirk Hoerig, CEO and Co-Founder at commercetools

"Stitching and Knitting Experiences Together" at Speed with Microservices

EXPRESS

Learn More

As a billion dollar retailer with over half a million dollars in online sales, EXPRESS – the iconic fast fashion brand based in Columbus, Ohio – has to ensure that all channels can respond quickly to the market.

Company & project setup

- o Mobile
- o Customer Experience
- o APIs

EXPRESS' secret weapon is technology. By building microservices and connecting systems via APIs, the company continues to dominate in the highly competitive fashion retail industry. Their migration off a legacy commerce platform began with their mobile app and is spreading to other properties and

What commercetools brought to the table

- o Headless platform
- o Microservices
- o Integration with Adobe Experience Cloud

channels as the company embraces a highly agile, flexible architecture at their core. The biggest driving force for moving to a headless commerce approach – according to Brendan Gualdoni, VP of eCommerce and Engineering at EXPRESS – was speed to market.

"The commercetools microservices, API and headless approach makes us faster. We can proof of concept and pilot things faster. We went from releasing updates every 2-3 months to multiple releases a week. This helps us meet the needs of the business and keep up with market demands."

– Brendan Gualdoni, Head of eCommerce and Digital Engineering at EXPRESS

Marketplace

When a messenger turns into a trading platform

More efficiency, transparency, and trustworthiness was the goal of an innovation lab within the ALBA Group – one of the leading environmental service providers. The result is scrappel, a digital marketplace for the trade in non-ferrous metals and scrap iron. Read more about digital enablement of next generation recyclable materials.

Fashion

A better brand experience and lower operating costs

Content first is the mantra for Carhartt WIP's perfect brand showcase and the rationale behind combining their website and web shop. Read more about how they lowered costs and increased conversions.

Shopping Center

Think Big – Start Small – Learn Fast!

Northern Germany's largest shopping center launched its first online shop in the fall of 2017. Banking on microservices, dodenhof quickly caught up with the competition. Read more about how dodenhof is succeeding in omni-channel selling.

What they are saying

Innovators and Visionaries

AUDI

"Customers increasingly value simplicity and convenience in our offerings. With commercetools' platform technology, we are able to focus on our customers and deliver unique retail experiences.

commercetools' technology aligns perfectly with our digital strategy at Audi. For a big company like Audi, commercetools adds value by redefining the development process of products and services. Speed, flexibility and sustainability are key ingredients when it comes to product development."

– Said Bük, Digital Business at AUDI AG

Eurail.com

"Eurail.com chose the cloud-based microservices and API-first platform commercetools as the backend for our new webshop to further improve customer experience, simplify order management, reduce maintenance, and more easily develop APIs to connect with partners. commercetools helps us adapt more quickly to change in a world where customers are more demanding than ever. With the integration of the Adobe Experience Cloud, this combination offers us more flexibility and agility. Eurail.com was looking for out-of-the-box implementa-tions, and using commercetools together with Adobe Experience Cloud was the perfect fit."

– Jesse Wierenga, Scrum Master / Agile Coach at Eurail.com

World of Books

"Fundamentally, in order to support the growth of World of Books Group, when we had reached the limits of our current platform, we wanted to ensure that the solution we chose was scalable, best in class, and fit seamlessly with our current architecture. In commercetools, we have found a solution based primarily on a microservice API architecture, which fit perfectly with our development skill set and methodology"

– Benjamin Edwards, Head of IT at World of Books Group

GrandVision

"The API-first nature of commercetools eCommerce microservices platform is helping GrandVision to build a best-in-class, modular, cloud-native global omnichannel commerce proposition that can be scaled to 30 retail banners and 44 countries over the coming years. These "headless" microservices help Grandvision to decouple front end customer presentation layer from back end business logic in order to give our retail banners the freedom to create their own identity while keeping the back end consistent for easy maintenance and scaling."

– Kunal Mukherjee-Chakraborty, Group VP & Chief Digital Officer at GrandVision

What they are saying
World class partners

Adobe Experience Cloud

"commercetools is on the forefront of the transformational shift to microservices. The integration between commercetools and Adobe Experience Cloud will enable brands to quickly and easily deliver excellent omnichannel experiences to their customers."

– Errol Denger, Director of Commerce Strategy at Adobe

Salmon

"Salmon, a Wunderman Commerce Company has always been a technology-agnostic eCommerce agency, and is always keeping a close eye on the market and the platforms that have the ability to address the new needs of customers.

What we identified in commercetools is a partner with an engineering approach which enables us to build solutions that enable our customers to leverage the wealth of cloud services available on the market. The API-lead, cloud native solution epitomises current solution delivery trends, reduces complexity and increases flexibility for omnichannel retailers. The partnership broadens our commerce platform offering allowing us to better serve our customers."

– Rick Hobbs, CTO at Salmon

BloomReach

"As we live in an iterative age. It's not the big fish that eat the little fish, its the fast fish that eat the slow fish. Velocity is the only way to win. This is why I love the partnership with commercetools as we booth are revolutionizing the digital enterprise platforms with speed and flexibility. commercetools API-first and cloud-based architecture is a perfect match with our API and AI-based experience platform, Search and Merchandising and Organic SEO product to deliver the complete commerce experience. This combination is putting the customers in the driver's seat to innovate and win."

– Tjeerd Brenninkmeijer, Executive Vice President EMEA at BloomReach

Valtech

"Many of our clients are riding the second wave of digital transformation, where they are looking for new business models and touchpoints to strengthen the relationship with their customers. Together with commercetools, Valtech is able to provide these clients with the highly flexible digital commerce platform they need to grow their business and provide their clients a seamless commerce experience across locations and devices."

– Pascal Lagarde, Digital Director Commerce at Valtech

Valtech

"For over 25 years, Valtech has been very selective in choosing digital platform vendors to work with. A technology in itself is never a sole determining factor in a strategic partnership for us; we assess numerous dimensions of a long-term collaboration. With commercetools, we have a partner who fully stands behind its innovative product and who is 100% supporting its key partners, operating in full transparency and clarity. We are able to go after key global accounts together with the commercetools team knowing exactly how to position the product and how to wrap specific services around it, how to reduce implied risks, and how to leverage both teams that operate on a global level. It's truly an exciting time to be enabling true transformation; thank you commercetools for all your hard work and effort!"

– Auke van Urk, Global CTO at Valtech

What does it take to transform an industry?

Interviews with our award-winning digital partners

mindcurv)

Markus Tillmann
Executive Vice President at
Mindcurv

commercetools
Creative Award 2018

**Building a commerce
scenario in new areas
like robotics.**

1. What would you consider sweet spot customers for Mindcurv?

Markus Tillmann: Our sweet spot customers are global companies or local market leaders in both B2B and B2C. They generate hundreds of millions in online revenue or plan to operate millions of IoT devices. Due to these figures, their platforms are global and large scale. We are expert at designing, developing, and operating these complex technologies. We have guided our customers through challenges such as unique business requirements, organisational debt, and transformational challenges. We especially excel at building, operating, and maintaining global cloud commerce and IoT infrastructures.

2. ... and how about for commercetools in that regard?

Markus Tillmann: commercetools is for organisations that want to start their journey towards microservices-oriented architectures. Unfortunately, many companies take on huge transformation initiatives and often fail as they end up not being cost effective. Companies especially struggle to understand and define the relevant domains and requirements, and learn down the road that they can't handle this big evolution and maintenance costs. Also, companies can often be caught up in the "out-of-the-box" feature list trap. commercetools should be considered as a partner to avoid these pitfalls.

3. How does the concept of the post-web-era add to your understanding of what the future of commerce will be?

Markus Tillmann: It is not just about digital commerce anymore. We call it ubiquitous commerce because we believe commerce will simply be everywhere. Commerce includes feature-on-demand, wearable commerce, dash-button commerce, IoT replenishment commerce, marketplace/platform driven commerce, and much more. Commerce is now "off the glass" and we need to anticipate and fulfill these customer needs. We partnered with Franka Emika for our Digital Commerce Anywhere Showcase. This case shows how digital commerce, robotics, and IoT work together.

Customer buying behaviour will change but their expectations towards transparency and service from a seller will remain high. This means that every company needs to get rid of commerce silos and establish a ubiquitous experience for their customers. And on a platform that allows fast and frequent deliveries for all channels.

Pascal Lagarde
Digital Director Commerce
at Valtech NL

commercetools
Performance Award
2018

Global Engagement.

valtech_

1. What role does commercetools play in your global portfolio?
Pascal Lagarde: Valtech has a focused portfolio of industry-leading platforms and technologies for both content management and commerce. commercetools is one of the latest additions to this portfolio, and it provides us with commerce capabilities for a variety of B2B and B2C use-cases. Next to this, we see an explosion of touchpoints, from in-store to IoT and apps. The microservices architecture of commercetools is really suited for these scenarios

2. How clearly can you differentiate your target customers based on your portfolio and does commercetools fill a blank spot?
Pascal Lagarde: It is not a matter of black and white. When we select a platform for and with our clients, the choice often depends on many factors, such as vision of the client, their understanding of technology, the complexity of the business model, complexity of the enterprise architecture, ambition to in-source part of the development or not, the budget, any preferences as well as previous experiences and existing systems, etc. Having said that, commercetools has a unique position in our portfolio with features and capabilities that other vendors are not able to provide.

3. In which scenarios would you prefer a cloud-native, API-first commerce platform?

Pascal Lagarde: There are a number of reasons why we would advise our clients to move to a cloud-native, API-first platform. These include topics such as:

- the need for a platform that truly supports omnichannel touchpoints (think website, app, connected car, wearable, POS-system, etc.),
- the need for flexibility to adjust to upcoming developments (new markets, changing business models, user requirements, etc.),
- the expectation that the performance and scalability will be important – to support rapid growth and/or peak loads and
- the integrations that are needed to other systems, both in the back-office (PIM, ERP, etc.) and with client-facing touchpoints.

◢ARITHNEA

1. In contrast to out-of-the-box monolithic commerce suites – where does commercetools add value for your customers?

Robert Queck: Customers benefit from commercetools' digital commerce platform mainly in two ways. First, it's the mindset of microservice architecture that can be the flag bearer through our customers' transformation processes. Technical and business complexity has reached the next level, microservices are part of the answer to deal with it, and commercetools works as an excellent nucleus. Second, it's rather unsexy at first sight but has the most significant impact of all: commercetools gives our customers a set of robust commodity eCommerce services that reduces initial investment costs for digital commerce projects. From a visionary business perspective, it ensures faster time-to-market and jump-starts new businesses taking the lead in new markets. What makes it even stronger is that this is not a one-timer. With its native cloud services and API-first strategy, our customers profit from continuous updates and service improvements, which means lifelong fitness without the update costs of self-owned monolithic commerce infrastructures.

Robert Queck
Head of Competence
Center eCommerce at
Arithnea

commercetools
Innovation Award 2018

**Breaking new
ground by speedboat
approach.**

2. If you had to decide between agility and functionality – which one would you choose for your customers?

Robert Queck: Agility or functionality? That depends on the target group. In existing markets and with organizations who know precisely what to do, you will opt for functionality. If five semiconductor factories are running on one platform and you want to have another one … agile is not an option. You even put the same coffee machines in the break rooms to suppress the chances of decreased success rates. But if you enter a new market you would rather choose an agile approach to benefit from flexible options. Same for business agility. New companies work within flexible structures and external partners until business is stabilized. Afterwards, you go into supply chain optimization.

3. What does the concept "post-web-era" mean for your daily business and your customers?

Robert Queck: Essentially, it means uncertainty. We see a similar situation as Europeans during the settlement of the American continent. Without any judgment: There is an old web world that will undoubtedly remain for at least one generation. It has not even been adopted completely yet. And there is a new mobile, social, IoT, and who-knows-yet world, with all the related not-yet-proven promises. And like in the historical context, the new world also means adventures, frontiers, chances, and opportunities. We see that our customers are trying to position themselves and their business without having easy answers. Are our customers ready for a change? How many would follow? Do we miss new customers by giving the old answers? Is it just another hype or is there a quality change? How can we stay attractive for high-potential employees? Those are just some of the questions we get every day.

So there is uncertainty, and together with our customers, we have to find ways into the new world which in most cases is not an all-or-nothing path. And in the end, this means there are no easy decisions and one-fits-all solutions anymore. Many of our customers choose multiple, very different approaches. Therefore, we regard ourselves as post-web-era pilots. In daily business, we have a strong suggestion: Don't put all the money on the easy answers. Try something, evaluate, improve, try again.

Analyst Recognition 2018

Contender!

commercetools has been named a "Contender" in The Forrester Wave™: B2C Commerce Suites, Q3 2018. The report states: "Its true value is to those who want to deliver the next generation of commerce experiences"

– The Forrester Wave™: B2C Commerce Suites for Q3, 2018; Forrester Research, Inc.

FORRESTER®

A Visionary!

commercetools was recognized as a Visionary in the June 2018 Magic Quadrant for Digital Commerce.

– Gartner, "Magic Quadrant for Digital Commerce," Penny Gillespie, Jason Daigler, et al., 5 June 2018

Gartner.

A Major Player!

commercetools has been positioned in the Major Players category of the 2018 IDC MarketScape for B2C Digital Commerce.
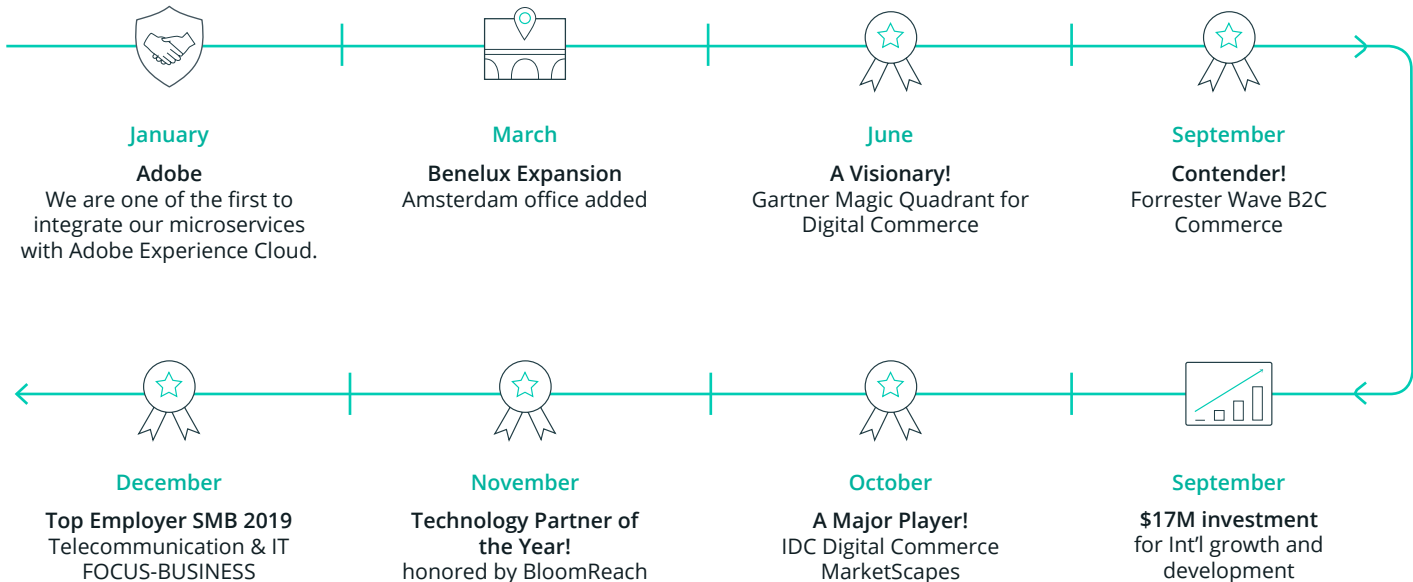
The IDC MarketScape: Worldwide SaaS and Cloud-Enabled B2C Digital Commerce Platforms 2018 Vendor Assessment aims to help organizations manage the "speed of change in B2C digital commerce."

– IDC MarketScape: Worldwide SaaS and Cloud-Enabled B2C Digital Commerce Platforms 2018 Vendor Assessment (doc #US44288618, October 2018)

IDC
Analyze the Future

2018 Walk-Through
Milestones

January
Adobe
We are one of the first to integrate our microservices with Adobe Experience Cloud.

March
Benelux Expansion
Amsterdam office added

June
A Visionary!
Gartner Magic Quadrant for Digital Commerce

September
Contender!
Forrester Wave B2C Commerce

December
Top Employer SMB 2019
Telecommunication & IT FOCUS-BUSINESS

November
Technology Partner of the Year!
honored by BloomReach

October
A Major Player!
IDC Digital Commerce MarketScapes

September
$17M investment
for Int'l growth and development

Events
Industry trade shows

commercetools Events

Partner Day 2018

commercetools

Next generation commerce

Thank you for being a part of our success in 2018.
We wish you and your friends, family and colleagues
a happy and healthy 2019.

Munich (Germany)
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