

## Company Profile

**Company Name:** commercetools GmbH

**Industry:** eCommerce, platform software, cloud services

**Founded:** 2006

**Management:** Dirk Hörig, CEO and Co-founder  
Udo Rauch, Chief Sales Officer  
Denis Werner, Co-Founder and General Manager  
Arthur Lawida, President, commercetools Inc.  
Dr. Robert Zores, Direktor Technologie REWE Group

**No. of Employees:** > 150 worldwide

**Group:** Since September 2014, commercetools is a daughter company of REWE digital GmbH and thus is part of the REWE group.

**Locations in Europe:** Munich (GER, Headquarters); Berlin (GER); Amsterdam (NDL)

**Location in the USA:** Durham (North Carolina)

**Activities:** commercetools is an international technology company that promotes commerce platforms in the post-webshop era. The cloud based commerce platform allows brands and retailers to step into the “commerce everywhere” age. The modern API-first approach enables purchase transactions across all channels and end devices: chatbots, IoT-devices (i.e. Dash-Buttons), social commerce (i.e. Facebook), voice devices (i.e. Amazon Alexa, Google Home), and wearables, among others. This allows brands and retailers to create a unique customer experience on a per channel/per device basis, while also allowing them to quickly adapt to changing customer behaviors and future devices and channels. With integrated, AI supported product information management (PIM), brands and retailers can manage even large and complex catalogs quickly and efficiently.

- Solution:** Highly accessible and automatically scalable cloud-based commerce platform; solution implementation via our integration partners and technologies like Java, PHP, .NET, Node.js and iOS/Swift; "SUNRISE" starter kit to quickly start webstore and native mobile app projects.
- Ref. Customers:** Carhartt WIP, Cimpres (z.B. Vistaprint und Tradeprint), Express, Falabella, Wizards of the Coast (Hasbro), World of Books, Yamaha, ZEG (Bulls)
- Partners (Select.):** Adesso, Accenture Interactive, Adobe, Ampliance, Arithnea, Authentic, Bloomreach, Cassini Group, contentful, Deloitte, Dept, diconium, dotSource, EPAM, foryouandyourcustomers, Incentro, iStone (A Columbus Company), Magnolia, Salmon, Tieto, Valtech, Wipro, Wunderman Commerce
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