

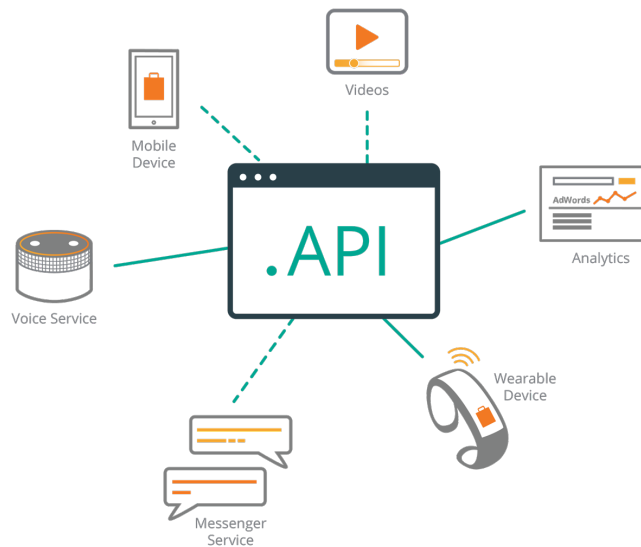
Feature Guide



commercetools
Next generation commerce

Cloud-native, headless commerce platform for the Post-Web Era

commercetools offers a multi-tenant, cloud-native commerce platform, providing the building blocks for the post-web era. Use it to build innovative shopping experiences across all touchpoints: web, smartphone, POS, voice, IoT devices, AR/VR, car commerce, and many more.



API-First Approach

When developing our platform, we always aim for providing an API that is highly versatile and can be extended to be used in a lot of different scenarios. The API enables a best-of-breed approach, making it easy for 3rd-party applications to be integrated and can be used as the basis for a microservice architecture.

Cloud Infrastructure

At commercetools, both software development and delivery are exclusively cloud-based. Our platform is built for high performance and scales automatically to guarantee the highest levels of availability. It is also run in the most secure data centers around the world, so all data and processes are completely safe.

Products

commercetools B2C

Our core commerce platform has functionality for product catalogues, orders, customer profile, etc. It is developed as a cloud-native, headless commerce platform with a highly versatile API at its core.

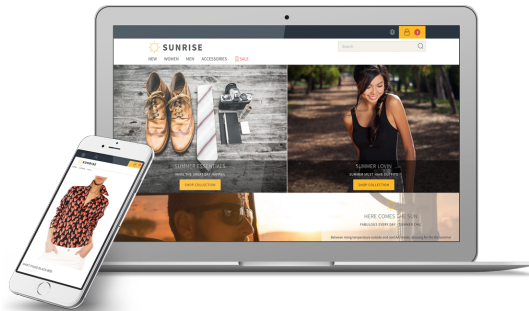
commercetools B2B

This product has business user administration tooling, allowing people to administer their product catalog, promotions/discounts, customer profiles, and orders.

commercetools Marketplace

We also provide functionality allowing brands and merchants to make their platform available to 3rd parties. It is being made available as source code because each implementation is very unique. Customers will use this source code as their starting point. All core commerce functionality is delivered through the core commercetools platform.

commercetools Sunrise QuickStart



This is the quickstart app that many of our customers use as starting points for their implementations. It is available on desktop (<http://demo.commercetools.com>) as well as on iOS and showcases the most important functionality our platform API provides.

State-of-the art responsive frontend

- Product presentation with high-resolution images
- Cart and checkout functionality
- Payment and shipping
- My account section

Search & Navigation

- Language-aware full-text index
- Comprehensive product searches
- After-search navigation and faceted filter search
- Search and filter scoping for countries, channels and currencies



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Disclaimer: The commercetools platform will be continuously updated and receives multiple feature releases per month. This document only contains an overview of functionalities and does not claim to cover all of them. All listed features are just explained shortly, for further information please reach out to us directly or consult the API reference documentation: docs.commercetools.com