

Blueprint Architecture for Modern Commerce

A overview of the templates for deploying the commercetools API-based commerce platform

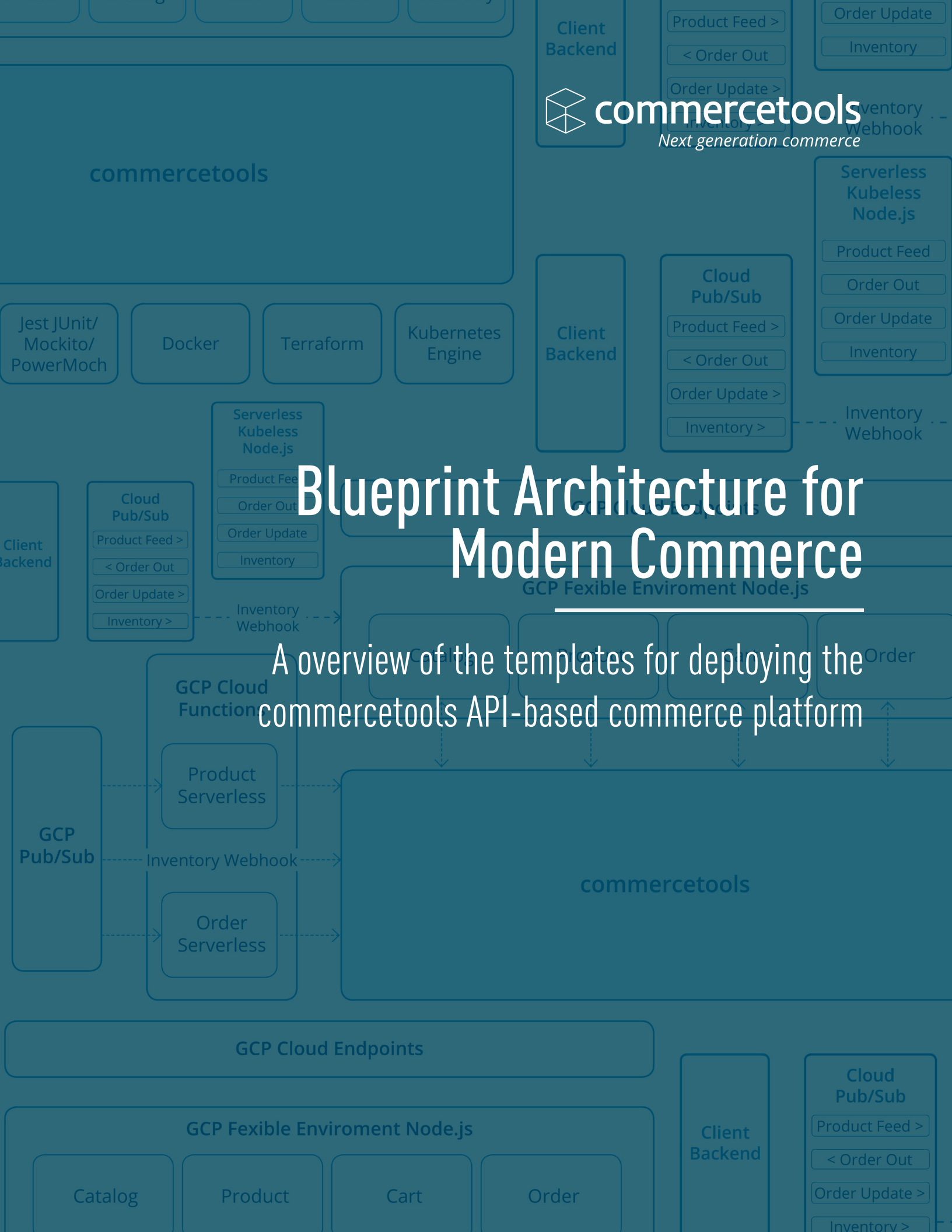


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Executive Summary

Customers now expect commerce to come to them across many different touchpoints. Combine that with increased pressures on operational costs while requiring constant innovation are forcing retailers to rapidly modernize their commerce architecture. Not since ecommerce first became an imperative during the 1990s have enterprises required such a monumental shift in the way they engage, deliver content across channels, sell and fulfill. Customer-facing sales channels have grown from the standard storefront and desktop webstore to contact points on mobile, television and streaming media, social media and IoT devices.

Modern commerce requires the capabilities of cloud and the flexibility of microservices to rapidly anticipate and respond to consumer behavior.

The large monolithic applications that were the commerce platform solution of choice in the 1990s have become costly, burdensome and ineffective at rapidly adapting to consumer needs. Modern commerce requires the capabilities of cloud and the flexibility of microservices to rapidly anticipate and respond to consumer behavior. *Only cloud-native, high-speed API, microservice and event-based architectures allow for rapid application development with unified real-time data as required by consumer centric applications.*

While enterprises realize the need, they often have limited budgets and limited knowledge of how to transform their architectures. commercetools is meeting this need with the only API-first, microservice-backed, cloud-native commerce platform on the market and a publicly available open-source blueprint architecture that allows enterprises to rapidly transform to a modern commerce architecture without starting from zero.








commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. Our leading-edge API approach helps retailers create brand value by empowering commerce teams to design unique and engaging digital commerce experiences everywhere – today and in the future. Our agile, componentized architecture improves profitability by significantly reducing development time and resources required to migrate to modern commerce technology and meet new customer demands. It is the perfect starting point for customized microservices.

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