



# How Salesforce Commerce Cloud blocks innovation

With a monolithic digital commerce architecture, fast-growing companies struggle to innovate at scale with Salesforce.

## A one-size-fits-all solution

Salesforce provides an all-in-one suite with interdependencies between the frontend and backend that is inflexible and slow to update. Such a monolithic solution makes it challenging to configure, adapt and customize features on the fly, preventing you from innovating.

## Fragmented and poorly integrated platforms across business models

With separate platforms for B2C, B2B and B2B2C bolted on via acquisitions, Salesforce lacks seamless integrations across platforms. You may need two (or more) platforms to enable your digital commerce if you're operating in B2B and B2C business models. Not only is this highly inefficient and increases total costs of ownership (TCO), but it also forces tech teams to focus on problem-solving instead of innovation.

## Walled garden with poor API coverage

Salesforce provides only 30% of functionality via APIs, so connecting with vendors outside of Salesforce's walled garden becomes an issue. The lack of GraphQL support prevents frontend developers from querying data effectively.

## Storefront solution only connects with Salesforce

Salesforce's frontend solution integrated from the Mobify acquisition — Salesforce Composable Storefront — provides a code-heavy solution that prevents business users from performing changes to their storefronts. Instead of delivering a backend-agnostic approach, this frontend solution only connects with Salesforce in a typical walled garden model.

## Limited flexibility and innovation

With poorly integrated and hard-to-adapt components, plus a monolithic approach that hinders frequent releases, companies using Salesforce lack the flexibility, agility and scalability to innovate at scale. The fact that Salesforce requires certified developers reduces the platform's attractiveness to hiring and retaining technical staff.





## What experts say

We observed a focus on integrations and acquisitions over B2C commerce innovation, and occasionally a high price tag. Salesforce's biggest strategic strength is in its partner ecosystem. It is weaker in its performance and innovation roadmap, where its B2C solution has not enjoyed the same treatment as its B2B sibling.

— The Forrester Wave™: B2C Commerce Solutions, Q2 2022

# Incremental innovation at scale with commercetools

Break free from Salesforce with a fully flexible, scalable and agile solution for digital commerce.



## Composable commerce to the rescue

Axe the monolithic approach in favor of a modern architecture that lets you choose what components best fit your business needs. With a best-of-breed system, you get the building blocks to take commerce to the next level. Integrate, change and swap components at any time.



## One commerce solution for all

You can do it all: B2C, B2B, D2C and B2B2C in one commerce engine! Leverage multiple business models without hassle, plus various brands, countries and storefronts managed by a centralized backend by commercetools Composable Commerce.



## Versionless + serverless = painless

With commercetools, you don't have to worry about updates, versions or managing servers, as the infrastructure is multi-tenant and cloud-native.



## Open at the core

In contrast to Salesforce, commercetools values an open environment without proprietary systems or languages, breaking away from walled gardens. When developers use their preferred language to code, they can achieve their best work and innovate without constraints.



## Power to the business users

Let marketers manage frontend changes without depending on technical teams. commercetools Frontend provides AP and a low-code solution for business users in a headless environment for faster storefront releases. Also, this frontend solution can be connected with any commerce engine out in the market in a truly open fashion.





## MACH™-based architecture

commercetools delivers composable commerce via the principles of MACH (Microservices-based, API-first, Cloud-native and Headless), providing the most modern and future-ready architecture for digital commerce.



### What customers say

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

— **Brendan Gualdoni**, VP of Enterprise Architecture, Commerce and Integration, Express

### About commercetools

commercetools is the leading composable commerce platform, allowing companies to dynamically tailor and scale shopping experiences across markets. We equip some of the world's largest businesses with tools to future-proof digital offerings, reduce risks and costs, and build outstanding experiences that drive revenue growth. Headquartered in Munich, commercetools has led a global renaissance in digital commerce by combining cloud-native, technology-agnostic, independent components into a unique system that addresses specific business needs. We empower brands – including Audi, Danone, Eurorail, NBCUniversal, Sephora and Volkswagen Group – to stay ahead of changing consumer and buyer behavior.

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