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## Independent Research Firm Names commercetools a Contender in Latest Evaluation of B2C Commerce Suites

Munich (Germany) (ots) -

Report states: "Its true value is to those who want to deliver the next generation of commerce experiences"

commercetools, a global leader in next-generation commerce software, has been named a "Contender" in The Forrester Wave(TM): B2C Commerce Suites, Q3 2018. In the report, Forrester gave commercetools the highest possible scores in the platform architecture, product vision and road map, and delivery model criteria.

According to the report, "The platform is ideal for those planning to take a 'strangle and replace' approach to migrating off a legacy platform. Its true value is to those who want to deliver the next generation of commerce experiences."

Recognizing the needs of enterprises for a more nimble, flexible commerce solution, commercetools pioneered the use of microservices for shopping applications and integration with other business systems. The commercetools platform employs an API-first, cloud native approach that enables brands to quickly add commerce to channels and devices beyond traditional web shops, as well as be more agile and fast-to-market to capitalize on developing opportunities.

"Commerce is going through a renaissance," said Dirk Hoerig, commercetools' founder and CEO. "Enterprises are rejecting the lock-in model of early-generation commerce platforms with their costly and slow upgrades and maintenance cycles that don't allow enterprises to react quickly to market developments. Our vision started with the idea that organizations should have more freedom, more choice and more agility when it comes to online commerce. Global brands are now experiencing that freedom with our platform."

commercetools received a 5/5 score in the product vision and road map criterion, and the Forrester report notes that a vendor with a score of 5 in this criterion is "leading in response and vision to industry trends in personalization, omnichannel, and mobile commerce." The report also states that the company's "continuous DevOps model eliminates the painful upgrade cycle that drives most platform users to undertake expensive re-platforming projects."

commercetools also received the highest score possible in the expanded sales channels criterion, which Forrester describes as suites that provide "superior capabilities relative to others" and a "best-in-class, API-first headless commerce, purpose-built architecture that has been validated by clients."

To download a complimentary copy of the report, please visit: <https://ok.commercetools.com/forrester-wave-2018>

### About commercetools

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. Visit [www.commercetools.com](http://www.commercetools.com) for more information.

With offices in Germany the United States and the Netherlands, B2C and B2B companies from across the globe, including well-known brands in fashion, E-Food, and DIY retail, trust commercetools to power their digital commerce business.

\*The Forrester Wave(TM): B2C Commerce Suites for Q3, 2018; Forrester Research, Inc.

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