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Fast Growing API-Based Commerce Platform Vendor commercetools Invests \$17 million in International Growth and Development

Munich (Germany) / Durham (USA) (ots) -

New Offices in APAC, UK and Benelux Aimed at Driving Growth Through Expansion of Partner Network and Support of Global Enterprise Clients

commercetools, a global leader in next generation commerce software, is one of the fastest growing commerce platforms in the industry. To further fuel the company's growth, commercetools is investing \$17 million in expansion in the Asia-Pacific region, as well as in the United Kingdom, the Benelux, Scandinavia, and North America. Global services expansion as well as the development and enhancement of the company's technology are the two primary investment goals. As such, commercetools is further expanding its support and operational services to support customers and partners worldwide. New offices are planned for London and Singapore.

Global presence and focus on innovation

"We have been rated "Visionary" in the Gartner 2018 Magic Quadrant for Digital Commerce Platforms," says Dirk Hoerig, CEO of commercetools. "We do not want to rest on these laurels. Since the founding of commercetools in 2006, our team and our partners have been working passionately on making e-commerce as simple and flexible as possible for our customers - in a rapidly evolving market." "This investment will allow us to enable more partners and support our global enterprise customers." [1]

Global analyst firm Forrester also recognized commercetools recently, naming the company a "Contender" in the Forrester Wave: 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." [2]

Parent company REWE Group is proud of the development of the company. "commercetools aims to become the market leader in cloud-based eCommerce software for modern retail companies," explains Jan Kunath, Deputy Chairman of the Executive Board of the REWE Group. "We support them and rely on the technology of commercetools regarding the further development of our own e-commerce offerings."

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 for more information.

[1: Gartner, "Magic Quadrant for Digital Commerce," Penny Gillespie, Jason Daigler, et al., 5 June 2018]

[2: The Forrester Wave(TM): B2C Commerce Suites for Q3, 2018; Forrester Research, Inc.]

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