commercetools Composable Commerce for B2C Feature Guide

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Introduction

commercetools equips businesses with the tools to deliver seamless, customized shopping experiences across channels, regions and brands. With a foundation built on modular principles, commercetools empowers organizations to transcend traditional commerce limitations and embrace true composability.

This white paper examines how commercetools simplifies complex commerce operations, enabling you to unlock unparalleled efficiency, control and growth opportunities. Whether you're managing multi-storefront operations, customizing pricing strategies or optimizing checkout flows, commercetools provides the agility to meet your customers' evolving expectations and the robust features to exceed them.

What's inside?

This guide takes you through the core features and capabilities of commercetools, including:

- **Getting started with commercetools:** Learn how to navigate the Merchant Center and leverage its intuitive tools.

- **Store modeling:** Explore how to design for diverse use cases, including multi-brand and multi-channel setups.

- **Product discovery & promotions:** Understand how to optimize your catalog and promotion strategies to drive engagement and revenue.

- **Checkout & omnichannel commerce:** See how to create seamless shopping journeys and streamline order management.

- **Extensibility & security:** Discover customizable solutions that adapt to your business needs while maintaining the highest security standards.

Dive in to explore how commercetools transforms commerce complexity into simplicity, helping you build a resilient, future-ready commerce strategy.

commercetools B2C architecture and systems interaction

The commercetools B2C architecture is designed to provide a highly flexible, scalable solution for delivering seamless digital experiences across all channels. At its core, the architecture consists of various modular components that interact with each other and external applications, ensuring a cohesive and agile system.
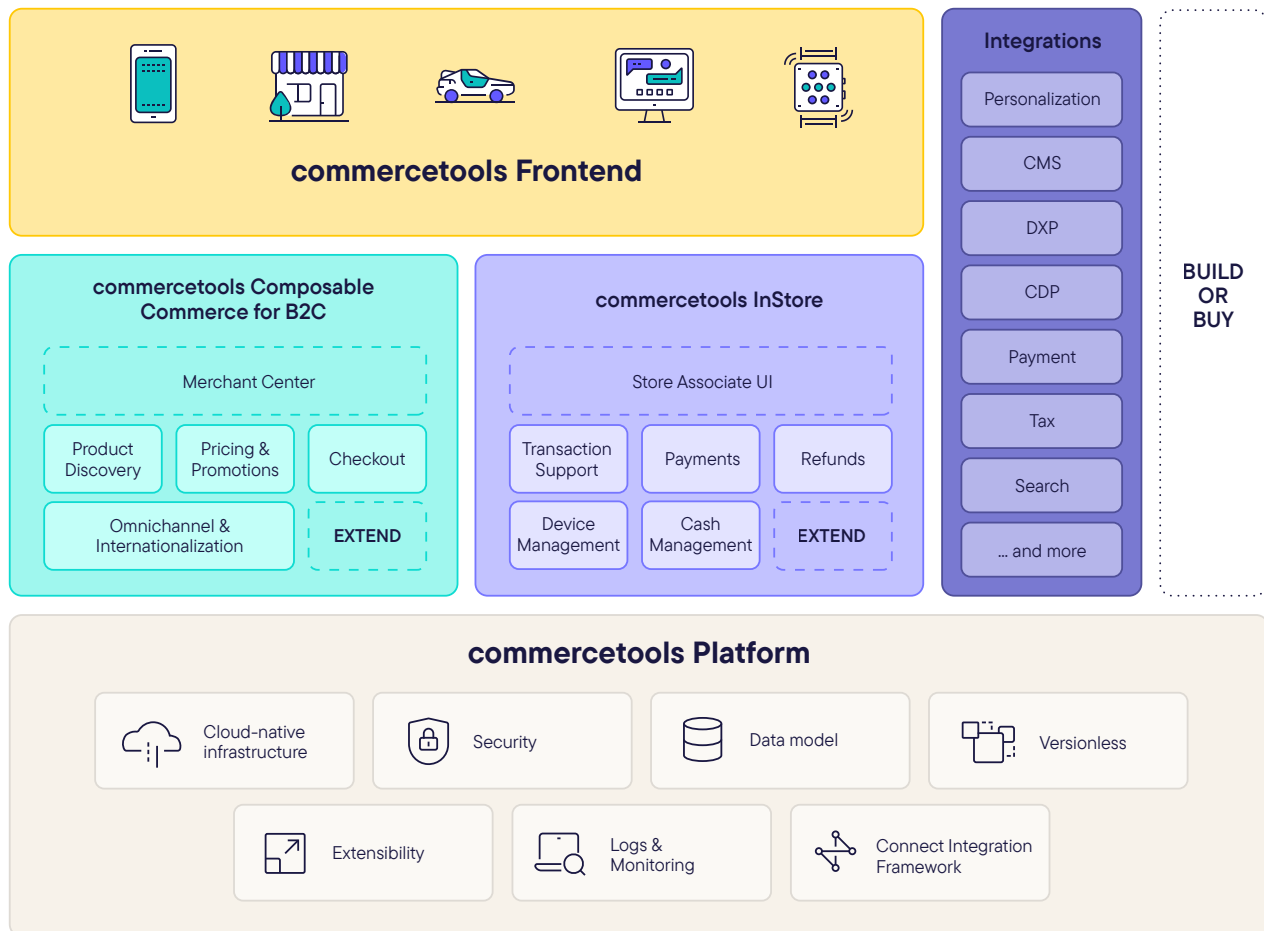
- **commercetools Frontend**: This component enables the presentation layer of your commerce experience. It's designed to easily integrate with existing frontend technologies, giving your brand the freedom to create customized user interfaces and exceptional digital storefronts.

- **commercetools Composable Commerce for B2C**: The B2C solution within the commercetools platform powers key eCommerce functionalities, including product management, customer experience, checkout and more. This solution offers flexibility for businesses to create tailored, customer-first experiences while ensuring the backend systems remain fully integrated.

- **commercetools Instore:** Our powerful industry-leading solution enables you to consolidate product information, customer data and sales transactions onto a single backend, creating a unified shopping experience across digital and physical storefronts.

- **Integrations:** The commercetools ecosystem is built to connect with a wide range of third-party applications and services. Whether it's customer relationship management (CRM), enterprise resource planning (ERP), payment service providers (PSPs) or content management systems (CMSs), commercetools allows seamless integrations with a host of technologies. This ensures your platform is always aligned with the specific needs of your B2C operation, enabling your business to build or buy solutions depending on your objectives.

- **commercetools Platform:** The commercetools Platform is the foundation that powers all the above components. It supports enterprise-grade security, extensibility, data management and scalability, allowing businesses to operate efficiently across multiple regions, brands and customer touchpoints.

This dynamic architecture allows businesses to manage and scale their eCommerce operations effortlessly, offering unparalleled flexibility for both B2C and B2B solutions. Whether you're handling product catalogs, processing transactions or integrating with new services, commercetools provides a robust and agile foundation for any eCommerce initiative.

Getting started

Using commercetools

Getting started with commercetools is easy, whether you're an API user or prefer the intuitive interface of the Merchant Center. Our API-first platform offers robust features and capabilities, all accessible via comprehensive REST APIs or through a streamlined administrative interface in the Merchant Center.

The **Merchant Center** is designed to simplify your day-to-day operations. It serves as a customizable business user interface, offering powerful tools to manage all aspects of your commercetools **projects**. A Project is essentially a unique set of product data and store configuration settings that belong to a single organization. Each project can serve multiple selling channels, giving you the flexibility to manage several storefronts from a single instance. In addition to standard management features for products, categories, orders and customers, the Merchant Center includes advanced tools such as configurable forms and batch processing, making your operations more efficient.

Within commercetools, you can easily organize your work using **projects, organizations and teams**. Projects allow you to create distinct sets of product data and configurations for different storefronts. Multiple projects can be grouped under a larger organization, enabling you to scale your operations seamlessly across different markets or business units.

Managing access is simple with customizable **user permissions**. You can create any number of users and user groups, specifying their level of access to view, edit or delete items within your projects. For added security and convenience, you can also **integrate single sign-on (SSO)**, streamlining authentication and enabling easy access to all your commercetools resources.

Store Modeling

Stores enable users to model their data for a variety of use cases, including individual brands, retail and digital stores, as well as multi-channel and multi-country sales.

Stores contain carts, orders, shopping lists, customers and products. For each Store, you can set unique configuration settings, localize content and apply specific pricing strategies and promotion rules to help you tailor content to your customers. In addition, Stores help you to simplify other complex parts of commerce, for example, inventory management, pricing and order fulfillment.

Product discovery

Users can seamlessly access and manage all of their product data through a versatile, dynamic interface that easily handles even the most complex catalogs. Configure custom views of product lists and product details. Verify, edit, approve or reject pending changes on products. And easily manage your product information in just a few clicks.
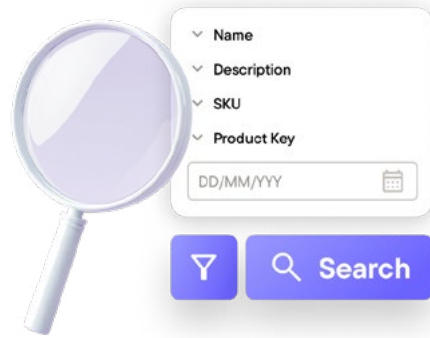
- **Product data modeling:** Define product types and attributes, such as product names, descriptions and images. Group products into any number of categories, establish category hierarchies and create product-to-category relationships to help shoppers easily find what they need. Create an assortment, or selection, of products to include or exclude for a certain brand, region, market or country.

- **Custom product data:** Create your own custom attributes to construct a product catalog that works for you and your customers. From sizes and colors to complex configurations, create and manage different variants across any attribute or dependency.

- **Product search:** Apply and save search, filters and sorting options to quickly find products across your catalog within the Merchant Center, or construct a detailed query for even faster search.

- **Data import and export:** Bulk import product data through a CSV upload or through the Import API. Export product data to a CSV file.

- **Asset management:** Organize, centralize and distribute product imagery, audio and video throughout your commerce experience. Further enrich your image catalog by including granular content for specific product types and attributes.

- **Inventory management and distribution channels:** Manage multiple inventories across any number of warehouses, local or backorder channels. Easily integrate with any third-party ERP. Assign specific prices to all your channels, such as your web store or app store.

- **Shopping lists:** Implement a "save for later" feature for individual customers, enabling them to create a shareable wishlist or public collection of products.

Pricing and promotions

Our powerful pricing and promotions capabilities enables organizations to define and manage unique revenue-generating strategies across any number of stores, products, channels, regions, countries and more. Our intuitive predicate rule engine enables you to configure and combine any idea for a promotion based on product, customer and cart properties.
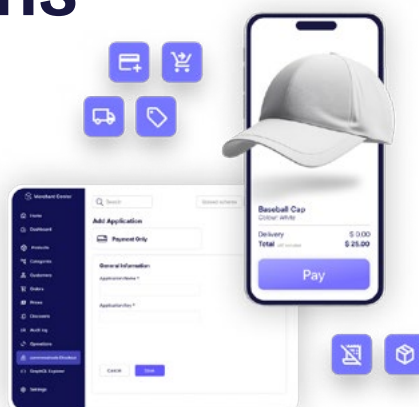
- **OOTB product and cart discounts:** Boost customer delight with an array of discount types on the product or cart level. Configure unique codes to be applied to a customer's cart or subset of products, and leverage search, filters and sorting options to manage any number of discount codes. Group discounts together to be applied to specific channels, countries and customer groups. Have control over your discount codes by setting a maximum application of discount codes per customer or overall.

- **Flexible discount rules:** Implement discount rules including amount off, percentage discount off on the total order or a specific line item, fixed-price discounts, BOGO or multi-buy discounts.

- **Shipping discounts:** Reduce cart abandonment with shipping discounts including free shipping, flat-rate shipping or a percentage discount on shipping fees.

- **Gift with purchase:** Promote new products by identifying free items or gifts with a customer's purchase.

- **Customer groups:** Organize customers into groups, such as VIP customers, then offer special prices or discounts. Restrict product visibility to a customer group per regional or legal restrictions.

- **Tailored pricing:** Our flexible pricing model supports multiple pricing types including rule-based pricing, client-/tier-based pricing, contract based-pricing and external-based pricing.

- **Static and dynamic pricing:** Offer a static price for a set of products by pre-configuring bundles of multiple products in a catalog, or implement dynamic pricing driven by a bundle configured by a customer before it is added to the cart.

Checkout

Get customers moving toward purchase with a cohesive, intuitive experience across any channel. Easily view and manage the entire journey from one solution.
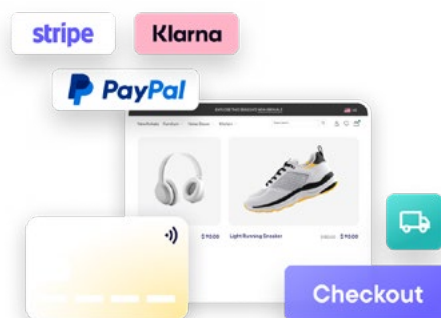
- **Cart and order management:** Automatically enable carts to calculate the current price based on an address, product distribution channel, tax settings, discount rules, shipping costs or user groups. Manage incoming orders from any number of channels — all in one place. Apply search, filters and sorting options, or enter a query to easily view and manage orders before jumping into item details, detailed breakdown on order total, taxes and discounts. Create new carts and orders or duplicate existing ones, view and process orders, select parcel options, track the shipping status and manage returns. Synchronize orders with your backend system, such as an OMS or ERP.

- **Customizable checkout flow UIs:** Create a one-page checkout experience with minimal development effort. Customize checkout flows with rule-based routing, such as payment methods for specific countries or payment methods for specific products.

- **Payment methods and processing:** Integrate with any payment service provider (PSP) to ensure a seamless payment experience across any channel, including in-store POS systems, mobile apps and kiosks.

- **Quick integration with major PSPs/wallets:** Seamlessly integrate with Stripe, Paypal and other PSPs and wallets through connectors, ready-to-install integrations hosted by commercetools. Integrate private connectors even faster with our payment integration template.

- **Tax categories, settings and shipping:** Set up the pricing of your products for success using extensive tax settings that support international requirements. Configure shipping methods like BOPIS or click-and-collect and implement multi-shipping within a single order. Integrate with more than 10 OMS solutions.

Omnichannel and internationalization

Whether you're targeting local markets or expanding internationally, commercetools enables businesses to deliver consistent and personalized experiences to customers everywhere, across any device or platform. With our omnichannel and internationalization capabilities, you can manage multiple business lines and scale effortlessly, ensuring your customers have a seamless journey, no matter where or how they engage with your brand.
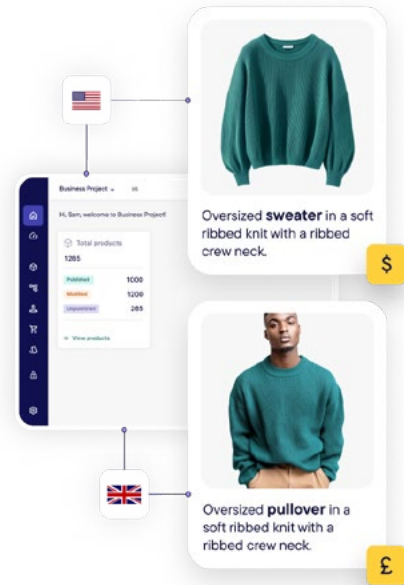
- **Multiple business lines on one platform:** Manage your B2C, B2B, D2C and everything between from one command center.

- **Multi-store support:** Create any number of stores to represent digital or physical locations, then configure unique pricing, products, carts and more for your stores.

- **Multi-brand support:** Differentiate products sold across multiple brands with tailored product data, promotions and more. Add additional pricing details with custom fields and implement custom line items to carts to represent additional charges not related to product catalog items.

- **Multi-country/region support:** Localize products and the checkout experience for different markets, regions or countries with flexible data types such as currencies, dates, languages and times. Customize product titles, descriptions and attributes. Create store-specific discounts, tiered or country-specific pricing and even set prices for different product variants, basing prices off currencies, countries, distribution channels, customer groups or time frames.

- **Omnichannel carts:** Enable shoppers to seamlessly add items to their carts on one channel and checkout through another channel — all without glitches or losing items in their cart.

commercetools Platform highlights

Connect integration framework

Streamline your integration development and ensure reliable operations at scale with available connectors built on the Connect integration framework. Connectors are secure, install-ready integrations hosted by commercetools. This enables users to add functionality to composable commerce projects without the need of buying or maintaining dedicated hosting or runtime environments. Standard integrations through our extensive partner network are also available to help users develop, deploy and deliver outstanding commerce experiences.

Extensibility options

commercetools allows users to extend existing functionality of the Merchant Center and add custom fields or custom objects to a data source to represent a custom data model to fit a user's requirements.

Logging and monitoring

Audit Log Basic (available within the Merchant Center) enables users to trace changes made to data within the Merchant Center. For a more comprehensive view, Audit Log Premium enables users to view change history across all sources across your commerce operations, such as integrations (API messages) and bulk imports. From discounts to orders to products, users can track changes made to data across multiple entities within your commerce ecosystem and identify who made the change, when the change was made and what tool was used to initiate the change.

Security and compliance

commercetools users can create any number of users and user groups within the Merchant Center, and configure each user with specific permissions such as viewing and editing/deleting items or projects. Implement single sign-on (SSO) for easy user authentication and access to their existing enterprise account.

commercetools maintains the highest level of security through advanced MSOC practices and continuously undergoes independent verification of platform security, privacy and compliance controls. commercetools is compliant with ISO27001, TISAX, SOC II, HDS, HIPAA & more.

Tech-agnostic developer tools

Build a rich and highly functional customer experience via our REST APIs. Our tech-agnostic solution enables you to work with any programming language or framework, like Java, .NET, PHP, Node.js and more. Resources including sample data, AI-assisted documentation and our open source Merchant Center UI kit and TypeScript sandbox template provide all the necessary tools and components to get started seamlessly. SDKs include TypeScript, JVM, PHP and .NET Core.

Conclusion:
Your commerce future starts here

The digital commerce landscape is dynamic and demanding, but with commercetools, you're not just keeping pace — you're setting the standard. By combining the latest commerce technology with unmatched flexibility, commercetools enables you to create shopping experiences that delight customers and drive sustainable growth.

Ready to take your commerce strategy to the next level? Let commercetools guide your journey to unparalleled efficiency and innovation. Explore our platform or contact our team for a personalized demo to see how commercetools can redefine your approach to digital commerce.

About commercetools

commercetools, a global commerce company, is the market leader in composable commerce. We enable companies to flexibly customize, tailor and scale shopping experiences across markets. Our composable commerce platform equips some of the world's most influential businesses with tools to remain agile, future-proof digital offerings, reduce technical risks and costs, and build outstanding experiences that drive revenue growth.

commercetools has led a global renaissance in digital commerce by combining cloud-native, technology-agnostic, independent components into a unique system that addresses personalized business needs. We empower brands — including Audi, Danone, Eurorail, NBCUniversal, Sephora and Volkswagen Group — to stay ahead of changes in the market and consumer preferences by powering distinctive, dynamic user experiences.

More information at commercetools.com.
Contact us at info@commercetools.com.

Create your MVP or POC

Take advantage of our free 60-day trial and get a glimpse of how commercetools can work for your business.

Your free trial →

Get in touch

Contact our team of commerce experts and tell us about your business goals, so we can advise you on the next steps.

Schedule a call →