



# Compose your success with the leaders in digital commerce and Azure cloud's mastery

## About commercetools

commercetools provides the leading composable commerce platform, giving companies all of the components required to **run outstanding shopping experiences across all digital and physical touchpoints**. We equip some of the world's largest B2B and B2C businesses with tools to future-proof digital offerings, reduce risks and costs and drive revenue growth. With commercetools products and solutions running on Azure **it's not just about being on the cloud, it's about unlocking its full potential**.

## Power your commerce your way with commercetools and Azure

commercetools offers a cutting-edge, cloud-native platform and component-based applications designed to deliver seamless shopping experiences. With high availability and scalability at its core, commercetools platform ensures that commerce operations remain responsive and adaptable to meet fluctuating customer demands. This flexibility empowers businesses to create personalized and unique shopping journeys, providing customers with consistently smooth and efficient online experiences in the B2B and B2C space.

Our cloud-native platform is integrated with Azure's robust cloud services and since 2024 we are also **now accessible through the Azure Marketplace**, offering businesses unmatched flexibility, scalability and reliability. By using Azure's global infrastructure and commercetools' innovative solutions, businesses can expect superior performance, ensuring digital operations are fast, secure and responsive. This collaboration simplifies the deployment of commerce, empowering businesses to achieve their digital transformation goals efficiently.

## What our customers are saying

"As Interflora UK's mission became progressively hard to deliver with the old architecture, it was time to reset its eCommerce infrastructure to keep delivering on the company's promise... And wow our customers once again."

– Nathan Young, IT Director,  
Interflora UK

# Why Microsoft Azure?

## Be future-ready

Microsoft's continuous innovation empowers your development today and shapes your product visions for tomorrow. With more than 1,000 new features introduced in the past year, you can harness the latest advancements in AI, blockchain, Kubernetes, containers and databases to stay at the forefront of technology. Our highly flexible and robust commercetools platform is ideal for building on Azure, ensuring you remain ahead of the curve, now and in the future.

## Operate B2B and B2C commerce seamlessly

Whether you're in B2B or B2C, leverage our advanced platform powered by Azure, that aligns with your commerce ambitions and strategic goals. Azure's infrastructure is trusted by 90% of global enterprises, offering unparalleled security, reliability and performance. The advanced duo helps you transform commerce operations globally. commercetools full portfolio will become available on Azure in 2024, starting with commercetools Platform powering applications for B2C and B2B commerce.

## Sky-high availability and scalability

Rapidly adapt and scale your offerings as big as you can dream, in line with shifting consumer demands and market trends. With Azure under the hood powering commercetools Platform you get an infrastructure that bends, not breaks. This dynamic combination allows for seamless integration, enhanced flexibility and robust performance, ensuring your business can grow and evolve without limitations.

## Trust your cloud

Get security from the ground up, backed by a team of experts, and proactive compliance trusted by enterprises, governments and startups.

With a \$1B+ investment in security R&D and 3,500 cybersecurity experts, security is foundational for Azure.



## Marketplace Availability

The world's leading Enterprise commerce platform is now seamlessly integrated with Azure, **accessible on the Azure Marketplace** harmonizing your vision of digital commerce and cloud strategy with simplicity.

commercetools and Azure **help you unleash tomorrow's commerce potential today** with the perfect integration of advanced cloud-native commerce features and Azure's robust cloud services.

Visit the listing [here](#)