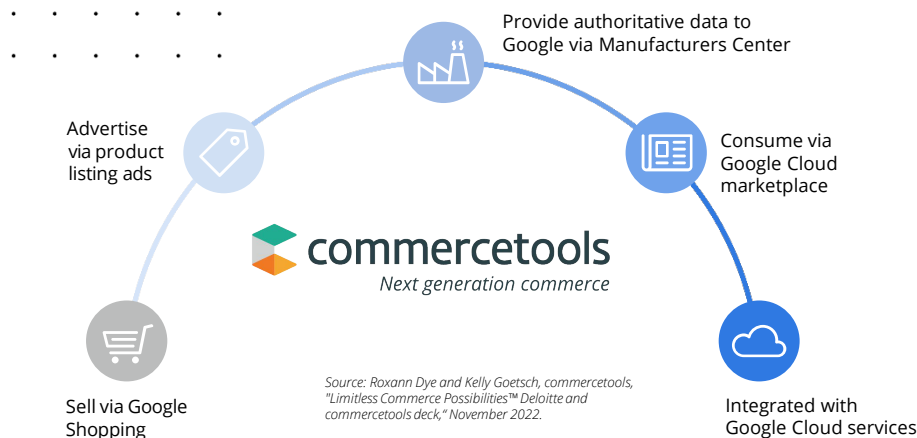**Google Cloud** | **Deloitte.**

commercetools:
best-of-breed composable commerce approach

Limitless commerce possibilities

commercetools, a leader in composable commerce, collaborated with Google Cloud to make their cloud-native SaaS platform available in Google Cloud Marketplace. Now, you can create or supplement your infrastructure and manage it at scale with best-of-breed commerce building blocks from different vendors, a process known as composable commerce. Companies of all sizes can innovate, develop, and make their commerce experience a competitive differentiator. Continuously leverage modern technologies—such as Microservices, API, Cloud, Headless (MACH)—to optimize the digital commerce experience via picking and choosing of the best components for your needs, and then integrate those building blocks in virtually limitless ways. With commercetools and Google Cloud experience the freedom of rapid development while keeping desired levels of security, compliance, integration, and responsiveness to safeguard flexibility in your commerce future.

Provide authoritative data to Google via Manufacturers Center

Advertise via product listing ads

Consume via Google Cloud marketplace

commercetools
Next generation commerce

Sell via Google Shopping

Integrated with Google Cloud services

Source: Roxann Dye and Kelly Goetsch, commercetools, "Limitless Commerce Possibilities™ Deloitte and commercetools deck," November 2022.

> **Digital commerce is a catalyst for an unprecedented new era of growth.** Companies that capture the momentum by embracing emerging trends stay ahead and stand apart.
>
> -Deloitte Digital, The Next Era of Digital Commerce Growth

Google Cloud's Artificial Intelligence/Machine Learning (AI/ML) components, Application Programming Interface (API) management capabilities, Continuous Integration / Continuous Delivery (CI/CD) tools, and scalability **allow for a custom frontend shopping experiences that easily integrate with commercetools.**

Integrate with Google's Retail Search, Recommendations AI, and Vision Product Search

Inject serverless functions into commercetools using Google Cloud Functions

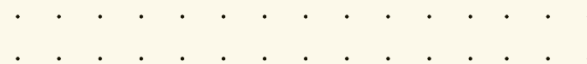Extend and integrate commercetools via Events handled by Pub/Sub

Manage third-party, legacy, microservice, and commercetools APIs with Apigee™ API platform tools

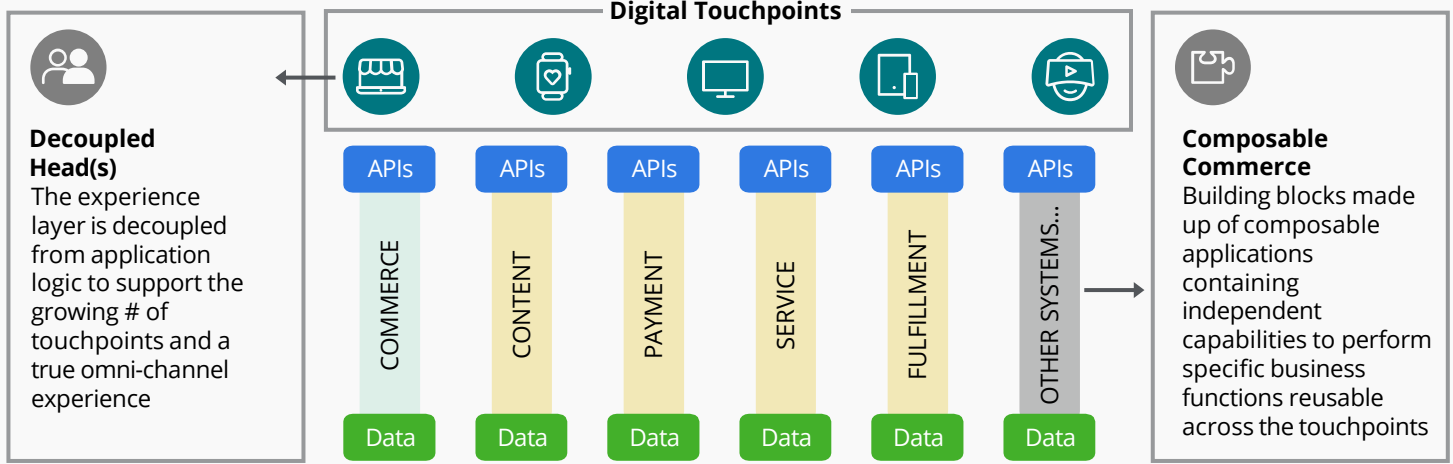Select the Google Cloud region commercetools uses for zero latency for custom apps

Expand microservice ecosystem with Google Cloud Storage™ service, Cloud SQL, Firestore™ scalable database, and BigQuery™ enterprise data warehouse

Tap into the wider Google ecosystem by providing authoritative data via Google Merchant Center™ console, advertising via Google product listing ads, and selling via Google Shopping™ price comparison service

Extend omnichannel use cases by using Google Cloud's Retail solutions
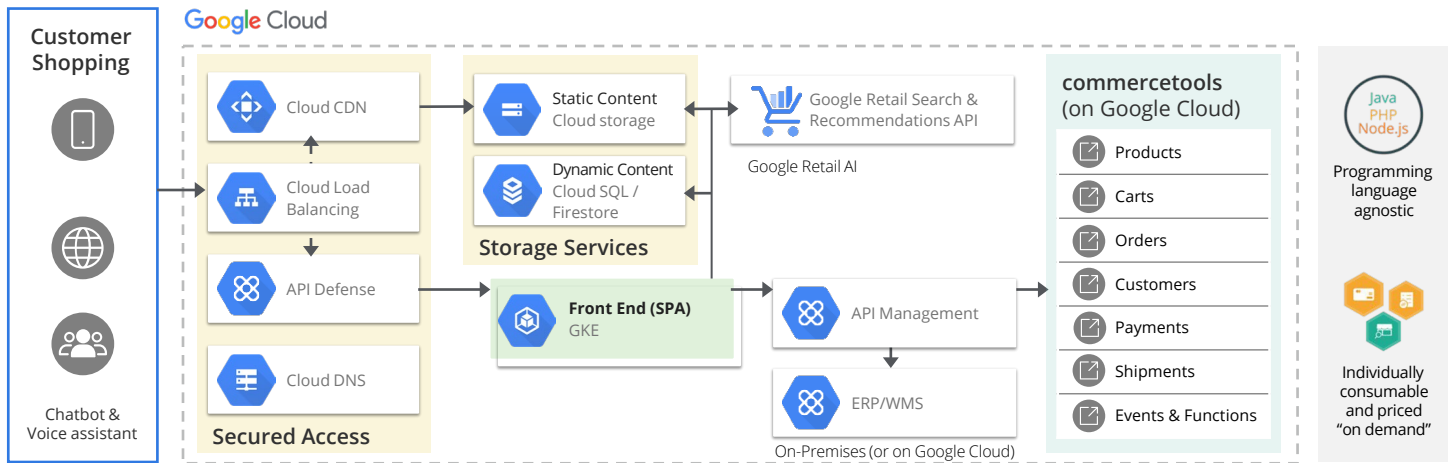
Composable commerce at-a-glance

Digital Touchpoints

Decoupled Head(s)
The experience layer is decoupled from application logic to support the growing # of touchpoints and a true omni-channel experience

APIs	APIs	APIs	APIs	APIs	APIs
COMMERCE	CONTENT	PAYMENT	SERVICE	FULFILLMENT	OTHER SYSTEMS...
Data	Data	Data	Data	Data	Data

Composable Commerce
Building blocks made up of composable applications containing independent capabilities to perform specific business functions reusable across the touchpoints

Microservices
API-First
Cloud-Native
Headless

MACH ALLIANCE

commercetools, Deloitte Digital, and Google Cloud *are members of **the MACH Alliance**, which advocates for an open and best-of-breed enterprise technology ecosystem.*

commercetools and Google Cloud reference architecture

(w/support for Google Commerce Hub)

Google Cloud

Customer Shopping

Chatbot & Voice assistant

Cloud CDN
Cloud Load Balancing
API Defense
Cloud DNS
Secured Access

Static Content
Cloud storage
Dynamic Content
Cloud SQL / Firestore
Storage Services

Front End (SPA)
GKE

Google Retail Search & Recommendations API
Google Retail AI

API Management
ERP/WMS
On-Premises (or on Google Cloud)

commercetools (on Google Cloud)
- Products
- Carts
- Orders
- Customers
- Payments
- Shipments
- Events & Functions

Java PHP Node.js
Programming language agnostic

Individually consumable and priced "on demand"

Start the conversation

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