



SOLUTION BRIEF

Adobe Commerce and Amazon Web Services (AWS)

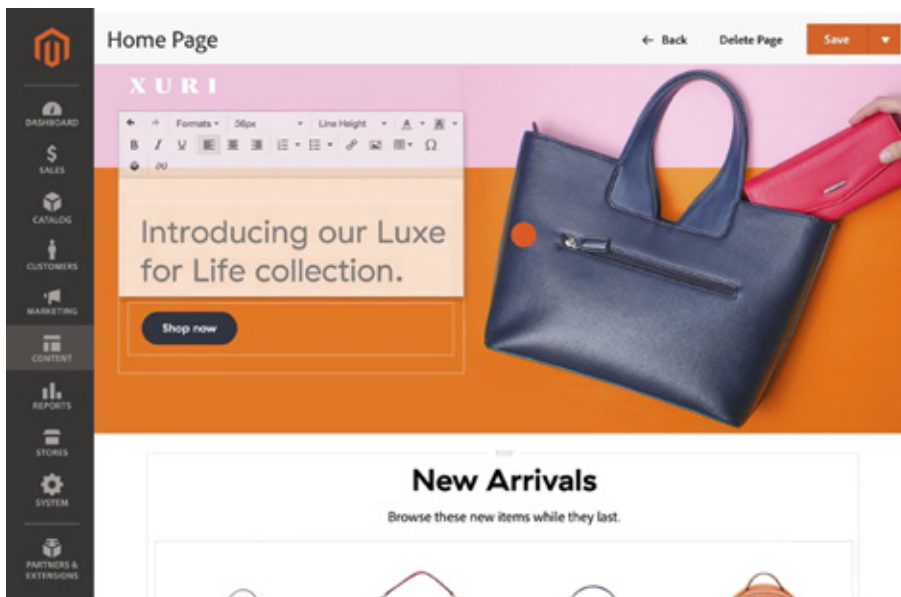
Build personalized, scalable and high-converting shopping experiences with an all-in-one commerce solution.

Create seamless B2B, B2C and DTC commerce experiences

Adobe Commerce integrates digital and physical shopping experiences with a portfolio of best-in-class cloud-based omnichannel solutions including in-store, retail associate, and order management technologies. Hosted on AWS, Adobe Commerce lets you provision faster to scale globally and offers flexibility for B2C and B2B experiences built on a headless, extensible architecture.

Multi-channel commerce that grows with you – any size, any place.

- Quickly spin up the resources you need, when you need them, and scale down just as quickly.
- Unlock potential and drive innovation with easy access to AWS cloud services including artificial intelligence (AI) and natural language search.
- Simplify your vendor landscape with Adobe and AWS to enhance operational efficiencies and attain greater ROI.
- Reduce process friction and save time with integrated paperless signatures and document management at scale.
- Four-9s guaranteed SLA, plus the security, support, and scalability of the AWS Cloud.



In collaboration with



Adobe Commerce and AWS Benefits:

- Easily scale as customer demand increases or decreases
- Create personalized experiences with product recommendations
- Drive upsell opportunities with clickstream data and sophisticated data insights
- Implement voice commerce
- Uncover insights with granular performance management plus New Relic integration
- Easy integration with payment solutions including Amazon Pay
- Scale horizontally to accommodate increases in web traffic and scale vertically by minimizing storage latency with Amazon Cache
- Enable omnichannel customer engagement and transactions



Adobe Commerce and AWS provide an all-in-one solution for all your commerce needs



Integrated checkout, payment, and shipping



Business intelligence dashboards



Mobile optimized shopping



B2B offerings



Global sales



Advanced marketing tools



Catalog management



Customer loyalty tools



Site search



Personalization tools

“Midsize organizations seeking a robust commerce solution that can be deeply customized should consider Adobe Commerce. Large global organizations using other Adobe products should consider Adobe Commerce due to its ability to better leverage the digital marketing assets and insights of the Adobe suite.”

Gartner Magic Quadrant for Digital Commerce, 2021

Customer Success Story: Helly Hansen

Challenge:

Helly Hansen, one of the leading global manufacturers of sports equipment and outdoor clothing, sought to scale their e-commerce operations across multiple storefronts and geographies while maintaining site uptime. It was imperative for the organization to enable each of their local regions to control content experiences in order to personalize the consumer journey across every platform and channel.

Results:

After adopting Adobe Commerce and AWS, Helly Hansen successfully launched a catalogue of more than 35,000 products in over 19 countries. Leveraging the scalable, secure merchandising capabilities and commerce solutions offered in the Adobe Commerce and AWS product suite, the global commerce brand created 55 online store views in 7 different languages that incorporated multiple local payment options. With comprehensive, cloud-based solutions to digitally transform every facet of the e-commerce experience, Helly Hansen drove a 24% increase in traffic and a 50% increase in mobile traffic.

[Learn more](#) about Adobe Commerce on AWS