

IT Conversation Guide

If you're looking at implementing Adobe Commerce Cloud, it's helpful for business stakeholders and IT to work together in the evaluation process. This conversation guide is designed to help foster a productive dialogue between your business and IT teams regarding key points you'll need to consider. It provides basic answers to some of the initial questions IT will ask. The guide will also help you make joint decisions about deploying Adobe Commerce Cloud in a way that best fits both teams' needs.

"While marketers can play a key role in leading the CX charge, the ability to delight customers transcends the marketing function...A cross-team approach ultimately means ensuring that employees are motivated to work together across departments in order to bring about the best experience for customers."

—ECONSULTANCY 2018 DIGITAL TRENDS

Things IT will want to know.

What is the design of the Adobe Commerce Cloud architecture?

Five general principles underpin the architecture of Adobe Commerce Cloud. First, it employs a highly layered architecture that separates visual presentation from business logic in what is known as a model-view-controller (MVC) design pattern. Second, it's built with interconnecting modules that can be easily added or replaced to provide a wide range of functionality and simplify extensibility. Third, it provides significant flexibility and precise customization of store behavior and overall look and feel. Fourth, it supports a wide range of options to integrate with external third-party systems. Last, it's built on what is commonly known as a LAMP stack (Linux, Apache, MySQL, and PHP).

The vast majority of Adobe Commerce Cloud customers opt for a hosted cloud deployment, so there's no requirement to look after the full stack. For customers that need deeper levels of integration or custom development, the technology stack gives IT a robust toolset for deploying large, dynamic, distributed storefronts that can be easily customized to their unique needs. If desired, the

Apache server can be replaced with a Nginx server. Likewise, a drop-in database replacement can be used instead of the MySQL database. And while some IT teams that consider themselves Java shops might be hesitant to work with PHP, they quickly find PHP to be a high-performance, scalable development platform that has been validated on major sites like Facebook, Wikipedia, and Tumblr.

What security and compliance benefits does Commerce Cloud provide?

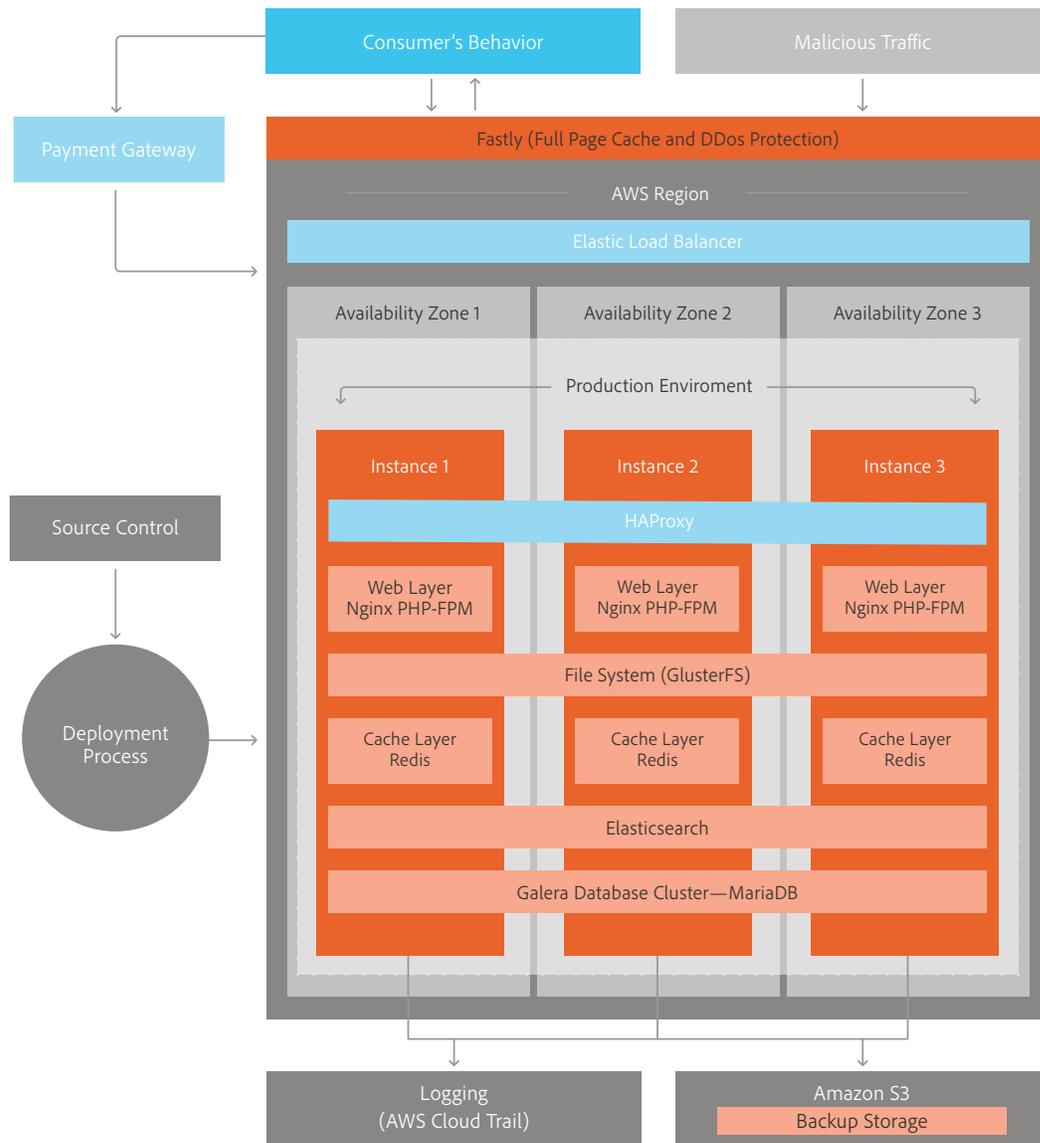
One of IT's biggest concerns is compliance with payment card industry (PCI) standards. Adobe Commerce Cloud has obtained an Attestation of Compliance demonstrating level 1 compliance with the applicable payment card security standard as a service provider entity or third-party agent. In addition, no customer credit card data ever touches the Adobe Commerce Cloud site. Instead, the solution uses a credit card field hosted by your chosen payment service provider (PSP). So, when customers enter their credit card information, only your PSP can view that

data. Once the PSP verifies the payment information, it informs Commerce Cloud that the payment was successfully processed.

Responsibilities for security will differ depending on the deployment model you select. With a hosted deployment, Adobe provides secure managed services on top of the AWS cloud infrastructure, including securing the Commerce Cloud environment, core application code, and internal systems. This also includes undergoing regular third-party security scans to

identify potential vulnerabilities in the code. Amazon has responsibility to secure its AWS network. In cases where customers opt to self-host with an on-premise version of Commerce Cloud, the customer will be responsible for maintaining security of the stack and infrastructure. More details on how Adobe keeps your commerce environment secure in a hosted deployment model can be found at our Trust Center!

Security details of the standard production environment.



How is Commerce Cloud designed for high performance and high-availability scenarios?

IT will want assurances that the platform can address your organization's specific needs in terms of performance and high availability. To ensure high-speed performance of your stores, Commerce Cloud leverages the best-in-class Fastly edge cloud platform to push your store content to network edges. Then, as customers access your site, the requests hit Fastly to load cached pages faster.² The platform also employs a sophisticated indexing and caching mechanism that can quickly serve up even the most complex and dynamic pages on your sites.³ IT can also take advantage of the Magento Progressive Web App (PWA) Studio to employ a variety of performance optimization strategies that give mobile users faster and more reliable user experiences.⁴

In terms of high availability, the Commerce Cloud Pro plan (hosted by Adobe) provides a triple redundant architecture to eliminate single points of failure. With hosting servers in three physically separate locations, it can guarantee availability even when major incidents impact entire regions. But sometimes the best assurances for performance and availability come from actual customer use cases, such as how outdoor apparel retailer Helly Hansen used Commerce Cloud to successfully operate 50 different global sites with six different language options, payment methods, and shipping rules.⁵

Can Commerce Cloud scale to handle business growth and traffic spikes?

Performance testing validates Commerce Cloud's ability to scale to meet the high traffic requirements of thousands of concurrent shoppers.⁶ In flash sale scenarios, it successfully handles more than 5,000 checkout operations per minute.⁷ Real-world validation of the solution's ability to scale comes from dozens of customer case studies, which you can access on our Customer Case Study page.⁷

The solution's cloud infrastructure, caching and indexing mechanisms, and ability to leverage the Fastly Content Delivery Network all contribute to Commerce Cloud's ability to scale. And as your business grows, you can easily add more CPUs to handle traffic increases. Similarly, if you anticipate a temporary peak in traffic, Adobe can bump up your CPUs—in most cases, at no extra charge—to handle the extra load and then drop it back down when the event ends. Another way that Commerce Cloud can help you handle spikes is through database splitting, which

allows separate databases for your orders and products. In these scenarios, a huge spike in orders won't impact other parts of your site. Likewise, bulk imports into your product catalog won't impact order response.

Why is open source an important aspect of the Commerce Cloud offering?

Based on an open-source backbone, Commerce Cloud can provide more options for integration, expansion, and customization than solutions built on closed, proprietary code and environments. Open source also acts as an innovation accelerator, allowing customers to take advantage of the ongoing, fast-paced rate of innovations and enhancements that open-source community generates. This includes access to extensions, themes, and other enhancements found in the Magento Marketplace or related third-party extension marketplaces. The open nature and innovation model inherent to open-source solutions like Commerce Cloud also provides your IT teams with more control and flexibility in meeting their business requirements and needs. It's also easier and more cost-effective to find experienced developers who want to work in an open-source environment.

How does Commerce Cloud integrate with other solutions?

As an open platform, Commerce Cloud fosters integration and communication with essential technologies that your business depends on. In addition to integrations with Adobe Experience Cloud solutions, prebuilt integrations exist for a wide array of CRM, ERP, PIM, accounting, order management, payment, shipping and fulfillment, and other types of solutions. A list of prebuilt integrations is available at the Magento Marketplace.⁸ In addition, Commerce Cloud facilitates custom integrations and extensions through a set of REST and GraphQL APIs. The open nature of Commerce Cloud also makes it easy to run in headless mode if your IT team wants to use a third-party or internally developed system as the front-end interface.

More details on Commerce Cloud integration capabilities for self-hosted deployments can be found in the online Magento developer documentation⁹ and on the service isolation branch of the GitHub Magento architecture site.¹⁰

Points business and IT should consider together.

What deployment option should we choose?

Adobe Commerce Cloud offers significant flexibility when it comes to deployment. Most customers opt to have Adobe host their site on our AWS cloud infrastructure, but you can also choose an on-premise version of the software that can be hosted by a third party. If you choose to have Adobe host your environment and you're already heavily invested in other Adobe solutions, you might want to consider the white-glove treatment of a fully managed solution.

Another point of discussion should be who you want to perform your deployment. Choose a partner that you feel comfortable with for the short-term implementation services and ongoing maintenance you'll need. Other considerations that could impact partner choice might be what third-party extensions or integrations you want implemented as part of your deployment.

Which Commerce Cloud plan is right for our business?

For smaller sites, Adobe offers the Commerce Cloud Starter plan. For medium to larger sites or organizations on a growth path, Adobe offers the Commerce Cloud Pro-plan. Both plans include similar features and functionality, but the Pro plan supports higher levels of products allowed, revenue thresholds, dedicated hardware and infrastructure, and SLAs. In addition, Pro-plan customers can choose fully managed support from Adobe, which offers white-glove treatment. You can find details and plan differences on the cloud architecture section of our developer documentation site.¹¹

What should we consider in terms of customizing our Commerce Cloud environment?

Due to its open and modular approach, Commerce Cloud makes it easy to customize your site without compromising reliability and the flexibility to upgrade down the line. In terms of look and feel, you can use out-of-the-box themed templates, customize a theme however you want, or build the look and feel from scratch. In making those determinations, consider what you want your checkout experience to be like. How do you want to organize or present your product catalogs? Are there third-party extensions or integrations from our marketplace that could support your objectives? How do you want to innovate or differentiate your site from your competition?

Even though Commerce Cloud includes a vast array of advanced features, you might want to add extensions or customizations based on industry-specific needs. For example, if you have a complex product environment, do you need to consider using a configure price quote (CPQ) engine? Do you need an extension to automate the handling of taxes? If you sell into the food service industry, do you need to customize delivery and fulfillment to keep your cold chain intact? If you have physical stores, do you need the omnichannel delivery capabilities that the Magento Order Management System offers? While Commerce Cloud is a self-contained solution that can run without third-party software, it's fully capable of connecting with a variety of enterprise systems, marketplace extensions, and custom development as your ecommerce activities increase in sophistication. Discussing future needs—and how quickly they may materialize—will help you deploy and configure a solution that meets your needs today and tomorrow.

Adobe Commerce Cloud Compliance

- PCI Level 1 Solution Provider–certified
- SOC 2–Type 2 (Security)
- GDPR (General Data Protection Regulation)-ready
- Privacy Shield self-certified

Note: An Adobe service that is GLBA-ready, FERPA-ready, FDA 21 CFR Part 11-Compliant, or HIPAA-ready means that the service can be used in a way that enables the customer to help meet its legal obligations related to the use of service providers. Ultimately, the customer is responsible for ensuring compliance with legal obligations, that the Adobe service meets its compliance needs, and that the customer secures the service appropriately.

The ROI of Experience

Experience Businesses—those that consistently adopt CX best practices across people, process, and technology pillars—outperform their peers in business metrics spanning the entire customer journey. They also see topline gains, including **1.4x** revenue growth, **1.7x** customer retention rates, and **1.6x** customer lifetime value.¹²

Adobe Commerce Cloud Performs and Scales



Uniquely open

- 375K+ community members helping to enhance the product
- 99.99% full stack SLA
- Maintain access to core code



Uniquely extensible

- 4,800+ extensions in the Marketplace
- PCI-compliant



Uniquely supported

- 1,500+ SIs and tech partners supporting businesses globally
- Infrastructure built and optimized for commerce
- Built-in security and performance monitoring tools



A community of ideas

- 70%+ growth in community contributions
- Largest e-commerce marketplace with downloadable extensions¹³

For more information, visit the [Adobe Trust Center](https://www.adobe.com/trust.html), <https://www.adobe.com/trust.html>, and the [Magento Trust Center](https://magento.com/trust), <https://magento.com/trust>.

1. [Magento Trust Center](#)
2. ["Magento DevDocs: Configure Fastly"](#)
3. ["Magento DevDocs: Indexing Overview"](#)
4. ["Magento PWA Docs: Overview"](#)
5. ["How Helly Hansen Boosted Sales Growth with Magento"](#)
6. ["Magento Commerce Cloud Performance White Paper"](#)
7. ["Magento Customer Case Studies"](#)
8. [Magento Marketplace](#)
9. [Magento Developer Documentation](#)
10. ["Magento Service Isolation"](#) GitHub.
11. ["Magento DevDocs: Magento Commerce Cloud Architecture"](#)
12. ["The Business Impact of Investing in Experience"](#) a commissioned study conducted by Forrester Consulting on behalf of Adobe, February 2018.
13. ["Adobe Accelerates Experience-Driven Commerce With Major Advancements To Magento Commerce Cloud"](#)

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