

## PRODUCT SHOWCASE

# How Magento Commerce Helps IT Do More—and Better

Magento Commerce supports rapid development, minimizes vendor risk, and saves you time

Running and supporting a company's eCommerce website is one of IT's most time-intensive jobs. It is also one of the most nerve-wracking. If it slows down or goes down, your business could lose thousands of dollars. To keep it running continuously, you need to stay on top of software patches, monitor servers, manage multiple vendors, and more.

Meanwhile, IT is also responsible for making sure that eCommerce websites deliver a great brand experience, which typically requires at least some custom development as well as installing and maintaining numerous extensions, add-ons, and connectors. If you're working with a limited eCommerce platform, this can become your team's full-time job.

But managing your organization's eCommerce presence doesn't have to be an all-consuming chore. With an IT- and developer-friendly platform, you can create a better commerce experience for customers and business users, scale up efficiently, and spend less time on routine maintenance.

**This short fact sheet summarizes how Magento Commerce can help IT organizations do more, do better, and reduce risk.**

## Accelerate your transition to PWAs

The writing is on the wall. Most of today's leading businesses are switching from responsive web pages and native apps to Progressive Web Apps (PWAs) because they provide a rich, app-like experience on every device without the need for

custom code. Examples include Lyft, Microsoft, Starbucks, Twitter, and more. Chances are, your development roadmap also includes PWAs—anywhere from several months to a couple of years down the road.

The Magento Commerce back end can connect with virtually any PWA storefront via APIs using a “headless commerce” approach. Magento Commerce also comes with PWA Studio, a development tool that makes it faster and easier to develop custom PWAs. PWA Studio comes with pre-made libraries so you can build high-performing, cost-effective PWAs and focus on the overall experience rather than re-creating basic functions. With PWA Studio, you can help your business adopt PWAs before the competition does.

## Minimize security concerns

If your eCommerce environment is homegrown or heavily customized, security is probably a big focus for your team. Not only do you have to design a modern security architecture that's PCI-compliant, but you also must continually refine it to handle the latest threats. You may even find yourself releasing patches every week.

Magento Commerce comes with a modern security architecture built in, and customers receive regular patches. If you run Magento Commerce in the cloud, these patches are applied for you on time, every time. This lets your team focus on bigger-picture challenges, like your UX roadmap.

## Scale fast without breaking your budget

If you're running a commerce platform on premises, you probably dread the holidays. Major spikes of traffic and transactions can paralyze your website—or, in the worst case, bring it down completely. In the short term, your business will lose sales. If it happens more than once or twice, it can have an adverse impact on customer loyalty—and your brand's reputation. In most cases, the only way to scale is to buy new equipment, which can be costly to purchase, set up, and maintain.

Magento Commerce delivered from the cloud sidesteps all these issues. You get managed cloud services as well as enterprise-grade availability SLAs that include “surge protection” for holidays and unexpectedly busy periods. Depending on your needs, you can choose a shared (Starter) or dedicated (Pro) server environment. This means your team can focus on development and forward-looking technology strategy instead of fielding “why is the site down?” calls.

## Reduce the risk of managing multiple cloud vendors

If you're running a cloud or hybrid environment, you don't face the same risks as organizations that rely solely on on-premises equipment. However, you still have to wrangle many different cloud and cloud service vendors. This typically entails managing multiple contracts and subscriptions and SLAs, negotiating pricing, and making sure everything works together. If you miss a renewal deadline or the fine print in a service agreement, you can run into unexpected downtime and costs.

Running Magento Commerce in the cloud eliminates the need to manage multiple cloud service vendors, so you save time and minimize risk.

## Focus on customizations that set your brand apart

In most IT organizations, developer time is precious. This means you don't want your developers to spend time building functionality that should already exist in your eCommerce platform. Instead, developers should be focused on creating entirely new features and apps that will please customers, improve efficiency, and set your brand apart.

Because Magento Commerce comes with a full feature set—including B2B capabilities, content creation tools, product recommendations, instant checkout, and more—most companies will have most of the functionality they need right out of the box. IT can then focus on more strategic initiatives, which may involve selecting and integrating extensions from the Magento Marketplace as well as custom modules.

### Learn more

To learn more about the benefits of Magento Commerce for IT organizations, visit:

[Learn more about Magento Commerce](#)

[Explore features exclusive to Magento Commerce](#)

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