

It's time to work with solutions, not just tools....

commercetools	Broadleaf Commerce
Data replication with multi-site needs	Hierarchical Data Management™ across multi-site solutions
Single application context management	Multi-application context management
Customizable only at the API level	Extreme Extensibility™ at domain, service and API levels
Limited Cloud deployment options	Multiple Cloud and on-prem deployment options
SaaS platform with multiple businesses alongside yours	PaaS platform with only your business as a tenant
Configurable back-office Admin console	Fully customizable back-office Admin console
Standard commerce features	Additional B2B, Marketplace & Subscription features

Broadleaf Commerce's Vision is to be the recognized leader in complex commerce. Though we do not have first-hand knowledge of the CommerceTools platform, we have built a functional comparison based on information gleaned from Partners who do work with CommerceTools.

HIERARCHICAL DATA MANAGEMENT™



Managing a single catalog across a single site is easy to scale. But when considering multiple sites, even nested sites, or multiple brands, across multiple geographies, with the potential to have different catalogs per vendor (such as in a Marketplace solution), just the data management with regards to catalog complexities can quickly get out of control. Broadleaf's Hierarchical Data Management™ allows different site or application contexts (such as native mobile applications) to inherit parent catalog(s) with data rules and overrides that make the most sense, rather than managing the mess of data replication.

MULTI-APPLICATION CONTEXT MANAGEMENT



Broadleaf's Architecture, including Headless APIs and Administrative console, is made to cover multiple application contexts across the most complex business scenarios. Do you need your Malaysian Merchandiser to put together offers exclusive to your mobile app in Southeast Asia while your Canadian CSR reviews a customer order across multiple marketplace vendors? Or does your Marketing Maven need to update product information in multiple languages globally, while your Applications Administrator schedules regional site updates across all brands? With Broadleaf's multi-application context management, you can do all this and more through a single administrative console.

EXTREME EXTENSIBILITY™ AT DOMAIN, SERVICE AND API LEVELS



Integrating to first and third party systems from a Commerce solution requires the ability to extend APIs to properly fit different technical solutions together. Most complex business scenarios, however, need to extend Services to consider items such as Year, Make, Model and Engine (YMME) in the Automotive industry, or extend Domains to consider data such as Customer account, loyalty, and messaging associations. Beyond integrations, Broadleaf also allows Extreme Extensibility™ not only at the API level, but also at the Service and Domain level, allowing you to have scalable performance with maintainable customization.



MULTIPLE CLOUD (& ON PREM) DEPLOYMENT OPTIONS

Migrating your business to the Cloud should entail options, not hard requirements. So whether you need to deploy Broadleaf Microservices on prem, on the Cloud of your choice, or to the Broadleaf Cloud, we've got you covered. Want to deploy to your own Cloud environment but still have Application SLAs with Managed Services on top? We do that too.

PAAS PLATFORM WITH ONLY YOUR BUSINESS AS A TENANT



Leveraging Software as a Service (SaaS) affords businesses with shortened, configurable implementations with automated upgrades on a multi-tenanted infrastructure. But what about business complexity requiring your own multi-tenancy of lines of business or your own SaaS business, upgrades on top of business customizations that are 'pulled' rather than 'pushed', or customization requirements going beyond what is possible "out of box"? With the Broadleaf Cloud option, you are deployed as a Platform as a Service (PaaS) where your business is the only tenant, allowing you to control your platform without compromise.

FULLY CUSTOMIZABLE BACK-OFFICE ADMIN CONSOLE



Many back office administrative tools provide an intuitive and configurable management console across multiple feature sets and user profiles, while some like Broadleaf's even provide different contexts across solutions such as multi-site or Marketplace scenarios. But Broadleaf takes the next step in providing a fully customizable interface, built on React, so that your back office screens allow you the most efficient and effective workflow on your terms.

ADDITIONAL B2B, MARKETPLACE & SUBSCRIPTION FEATURES



Whether deploying Headless Commerce or Omnichannel, Unified Commerce or B2B, Multi-site, Marketplace or Subscription Commerce scenarios, Broadleaf has you covered. And the more your business grows, typically the more complexity your solution needs to be able to handle. Are you ready for what's next?