

Introducing the World's First Fully Integrated Commerce Suite for AEM 6.1



SPRING 2015

New release of Elastic Path Commerce for Adobe Marketing Cloud offers unparalleled Adobe integration

Elastic Path is pleased to announce the latest release of Elastic Path Commerce for Adobe Marketing Cloud, an update to our flagship commerce platform designed for monetizing digital experiences. It's the first commerce platform to be offered that takes full advantage of AEM 6.1, the latest version of Adobe's leading experience management platform.

When it comes to adding commerce to the marketing cloud, no other solution comes close. Here's a quick look at what the competition is missing.

Competitive Advantage

- **Hybris does not proactively support an integration for AEM 6.1**, the latest version of Adobe Experience Manager.
- **Strategic misalignment.** Hybris competes head-to-head against Adobe, making their commerce integration with AEM all-but abandoned technology and a non-priority on their new SAP roadmap.
- It's the **beginning of the end** for Hybris/Adobe collaboration as Hybris devotes resources to building a more expensive, proprietary marketing suite.
- Hybris Marketing cloud is billed as “contextual” marketing platform, but only if you're willing to **abandon the best-of-breed approach** favored by most CIOs and industry analysts.
- **Lack of commitment.** IBM WebSphere Commerce connector for Adobe AEM isn't built or supported by IBM itself; it's not hardened or performance tested in the field.
- IBM's integration features **only basic catalog** capability with no experience-driven commerce examples; it's a minimum viable product.
- Both Hybris and IBM integrations **are missing key AEM 6.1 features** and will be higher risk since it's a first trial version; instability and bugs abound; not production ready.
- **Digital River is late to the game;** it only announced a beta of AEM integration in March 2015 through a third-party agency; no known customers yet, making it unproven, risky, and limited to exclusive use cases.

Why Elastic Path Commerce has the edge

Elastic Path Commerce for Adobe Marketing Cloud is the world's most perfect commerce + content integration. It out-performs and out-ranks competing solutions and is more flexible. Here's what sets Elastic Path apart:

- **Iterate fast.** Elastic Path has released four versions of its AEM integration to date, making it the most battle-tested, hardened, and performant Adobe commerce integration available.
- **API enhancements** have increased performance up to 1200%; New API developer tools make integrating and extending Elastic Path Commerce even **more developer-friendly**.
- **High performance.** With AWS you can replace your upfront capital expense with low variable cost and pay only for the resources you consume.
- **Cloud hosting for commerce.** Elastic Path is an inaugural member of Amazon's new AWS Marketing & Commerce Partner Program; several marquee Elastic Path customers are running production systems on AWS.
- Elastic Path Commerce for Adobe Marketing Cloud is now widely available for **Adobe's entire global sales force**; our new “smart” demo software operates entirely locally -- no slow virtualization needed -- for fast, rock solid sales presentations while on the road.
- **All-new showcase demo.** “Britney Broden” luxury retail demo shows how easy and effective experience-driven commerce can be.
- Elastic Path has **strong test automation** and actual performance test results that validate the quality of our integration with Adobe.
- **Patented API technology.** Elastic Path Cortex, which powers our integration with Adobe, was recently awarded a patent from the USPO -- a key Elastic Path differentiator that allows enterprises to streamline backend integrations with lower cost and risk.



Your Next Steps

To find out more about Elastic Path Commerce for Adobe Marketing Cloud, contact us at sales@elasticpath.com



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About Elastic Path

Elastic Path helps the world's biggest brands generate billions in revenue with its patented ecommerce technologies. The company's flexible enterprise software seamlessly brings omnichannel ecommerce directly into marketing clouds and experience management platforms – enabling a complete digital customer journey that maximizes engagement and drives higher revenue. Elastic Path customers are innovators who seek ultimate flexibility and business agility, such as DeVry, McGraw-Hill Education, Virgin Media, Time Inc., LVMH, Western Union, Garmin, TIBCO, Wine.com.br, TeliaSonera, Kiabi, Gina Tricot, and Motability.

For more information, visit www.elasticpath.com



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