

commercetools is named a Sitecore Gold Technology Partner

[NEW YORK, NY, United States — March 11, 2016] commercetools today announced that they are a [Sitecore Gold Technology Partner](#). Sitecore, the global leader in customer experience management software, recently rolled out an official Technology Partner Program to more closely align the needs of its customers with that of their technology partners. The goal of the program is to offer complementary technologies to optimize customers' experience with Sitecore. The new partner program is structured to support Sitecore's partner-led business model and provide additional capability to help Sitecore's clients grow and scale their business.

"Sitecore is one of the leading CMS platforms in the world and commercetools delivers true enterprise class commerce as a service to any Sitecore solution. Our total focus is enabling content rich commerce experiences to both B2B and B2C customers and the partnership between Sitecore and commercetools is key to fulfilling this strategy." (Arthur Lawida, President).

commercetools is one of the world's leading vendors for cloud-based commerce technology. By providing an open, highly responsive API first platform, complex commerce models can be realized - for all channels, on all devices.

"We are always working to mature our approach to partnering and delivering more to our clients," said Joel Boyd, Senior Product Marketing Manager at Sitecore. "This designation showcases commercetools's dedication to helping enhance our complete vision for customer experience management. They have not only shown the capability to provide complex,

enterprise-level solutions that work in collaboration with the Sitecore platform, but also provide a level of service to our customers expected of a top-tier partner.”

Sitecore is the global leader in customer experience management. The company delivers highly relevant content and personalized digital experiences that delight audiences, build loyalty, and drive revenue. With the Sitecore® Experience Platform™, marketers can own the experience of every customer that engages with their brand, across every channel.

commercetools was founded in 2006 and supports over 50 global, market-leading customers like REWE, BRITA and Red Bull. With offices located in Munich, Berlin and New York City, the company currently employs about 100 people. Tackling even enterprise commerce hurdles in a revolutionizing way, the commercetools platform enables omnichannel, cloud-based commerce through an API-first strategy. Designed within a modular microservices architecture, an easy and flexible integration of existing processes and technologies is possible for both B2B and B2C businesses.

For more information, press only:

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