Why you're overpaying with Salesforce Commerce Cloud

With a monolithic digital commerce architecture, fast-growing companies on Salesforce pay more for a digital commerce solution than they should.

A one-size-fits-all solution with overpriced upgrades and integrations

Salesforce provides an all-in-one suite with interdependencies between the frontend and backend, making it challenging to configure, adapt and customize features on the fly. Since Salesforce is not a versionless solution, customers must perform upgrades to access the latest version, which not only increases cost and is time-consuming but also may result in downtime — and lost revenue.

Best-of-breed becomes costly with Salesforce

Monoliths are the opposite of best-of-breed. Businesses often need to procure and integrate third-party solutions, such as better checkout, CMS and PIM, outside of the Salesforce walled garden. When connecting these solutions with Salesforce (if possible), businesses pay twice — for the native Salesforce features and for the features you will actually use on top.

Proprietary technology = additional development costs

Salesforce requires certified developers to work on the platform, which reduces your talent pool, plus increases the cost of hiring and retailing developers.

Paying double — or more — to leverage new business model

Salesforce provides separate platforms for B2C, B2B and B2B2C. If you're operating in more than one business model, you're forced to run two different (or more) platforms for each without any synergies between these systems. This means double the risk and the effort and – worst of all – double the cost!

Unpredictable pricing models

Salesforce uses a tiered pricing model that is a common source of cost unpredictability. It's not always clear what the pricing will be if you upgrade to a new version or use up a certain number of features. With such unforeseeable costs coming into play, inevitably your TCO becomes higher than expected and eats into your budget.

Additional costs for B2B customers

There are quite a few disadvantages for B2B players using Salesforce. First, you may have to purchase multiple platforms to fulfill your use cases; for instance, since Salesforce doesn't natively provide CPQ (configure, price and quote) in Lightning, you have to purchase this functionality on Salesforce Sales Cloud separately, which further increases your TCO. On top of that, you're required to purchase user licenses for buyers on Salesforce B2B Commerce, and pay on a per-order or GMV percentage basis.

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> **What experts say**
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> **Salesforce requires clients to purchase additional components for some basic commerce functions. For example, the OMS module is required for some physical-store connection functionality, such as product picking for BOPIS orders. Additionally, B2B customers seeking the ability to respond to quotes need to purchase Salesforce Sales Cloud.**
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> ——— 2022 Gartner® Magic Quadrant™ for Digital Commerce

Get more for less with commercetools

Break free from Salesforce and discover why commercetools is the right choice for your wallet.

Pay for only what you need with best-of-breed

commercetools facilitates a native best-of-breed approach. You can select the most optimal services — and best pricing — since you have several vendors to choose from. As such, you will never pay for features and services you don't need, decreasing costs and technical debt. This is the opposite of Salesforce with fixed feature sets you have to pay for, whether or not you use them.

Sinking customization costs

commercetools provides a composable commerce solution rooted in maximum flexibility and agility, so you can essentially extend and customize commerce features the way you want — without additional costs.

Say goodbye to the licensing fee model

commercetools doesn't charge licensing fees, with our SaaS subscription model keeping expenses related to staffing, maintenance and security at a minimum. Furthermore, our architecture is programming language-agnostic, so you aren't constrained by the expensive training and hiring of specialized developers.

TCO breakdown through a long-term lens

Analyze all Salesforce costs in a three-year period, from upfront implementation to subscription fees, infrastructure and hosting. Over time, you'll discover that composable commerce drives down your total cost of ownership (TCO). With versionless and multi-tenant commerce championed by commercetools, you eliminate the need for costly upgrades and maintenance.

Never miss out on seasonal sales again

By relying on cloud-native infrastructure, you can ditch on-premise software lock-in and automatically scale your online capacity, so you can capitalize on seasonal and sudden peaks without a blip to your IT performance. With commercetools, you get 99.99% uptime during online traffic spikes, such as Black Friday, Valentine's Day or any unpredictable sales surges that may occur.

Flexible and cost-effective, simultaneously

Reduce the cost of unpredictable market changes and technical debt with a lean and flexible architecture that lets you innovate based on your strategic priorities rather than a costly wholesale replatform.

What customers say

We have lowered our operations costs, reduced our time-to-market, made it easier to recruit talented employees and vastly improved our mobile experience. We received an award for the best connected retail solution and... we're just getting started.

—— **Tina Lykke Kristensen,** Senior Manager Non-Food eCommerce, Salling Group

About commercetools

commercetools is the leading composable commerce platform, allowing companies to dynamically tailor and scale shopping experiences across markets. We equip some of the world's largest businesses with tools to future-proof digital offerings, reduce risks and costs, and build outstanding experiences that drive revenue growth. Headquartered in Munich, commercetools has led a global renaissance in digital commerce by combining cloud-native, technology-agnostic, independent components into a unique system that addresses specific business needs. We empower brands – including Audi, Danone, Eurorail, NBCUniversal, Sephora and Volkswagen Group – to stay ahead of changing consumer and buyer behavior.