WHAT MAGENTO DOES WELL

- Trusted solution – Magento has a very strong presence and there are a multitude of implementations covering every vertical.
- Large ecosystem – Magento has over 4.000 modules in their store and thousands more outside of the store.
- Adobe Commerce is a 100% international company and focused on the demands of several markets
- Adobe Commerce has native multilingual abilities
- Adobe Commerce has a very trusted, large international developer community
- The documentation of Adobe Commerce is multilingual and up to date

HOW MAGENTO SELLS AGAINST SHOPWARE 6?

- Magento has its own progressive web app (PWA), as Shopware relies on the solution of Vue Storefront
- Magento has more international users (more than 5.000 EE) & therefore more tested solutions that has a huge impact on the maturity and reliability of Adobe Commerce
- Magento can provide way more international references per country
- Magento provides a large international ecosystem and a global community
- The Adobe Commerce store has over 10,000 extensions available (across all versions of the system)

ELEVATOR PITCH AGAINST MAGENTO

Magento is currently one of the most widespread open-source systems in the world and has similar functions compared to Shopware. Since both systems can map almost all functions, hygiene factors are in the foreground when choosing a system. The speed and flexibility of software come to the fore in a rapidly changing environment. Shopware is an approachable manufacturer, which, thanks to a 100% equity ratio, can independently push innovations onto the market as speedboat and is therefore perfectly suited for an agile business model.

HOW SHOPWARE 6 SELLS AGAINST MAGENTO

- Shopware provides a direct contact to the ERM sales & support team
- Magento is very costly in comparison to Shopware on a 3–5-year TCO calculation. It takes only a 1/3 on license costs + maintenance to build on Shopware.
- Shopware has a higher pace of innovation (integration into the Adobe Experience Cloud & therefore slower further development for Magento (see Hybris & Demandware)
- Shopware is very much independent in their decision taking (no investors or parent company such as Adobe, SAP (Hybris) or Salesforce
- Shopware is an API first product

GUIDING QUESTIONS

- As Adobe aims on only the "top brands of your business" (original statement from 2021's Adobe summit) – do you still feel recognized in this? Or would you prefer being served by a reliable partner of the mid-sized business that also provides a product "made in Germany"?
- Are you considering long term Total Cost of Ownership? (Shopware drastically cheaper than Magento). If you are considering Enterprise, think about what can happen with the Magento license cost next year, or the year after that. (With Shopware, it is a one-time fee, so it is safe for merchants).
- Would you like your marketing team to oversee your store's design? (With Shopware you can modify the homepage, category pages, product pages and info pages – all from the administration panel)
- Are you planning to start the development within 1 month? (Typically, Magento developers are scarce – you can expect to start the development in 3-5 months)