

PRESS RELEASE**Mastek Inc. partners with commercetools to Deliver Modern B2C and B2B Commerce Solutions**

Munich, (Germany) / Dallas, TX, (USA), October 09, 2019 – commercetools, a leading commerce platform for next-generation commerce, and Mastek Inc., formerly TAIS Tech, have entered into a formal partnership agreement to deliver digital transformation software and services to businesses across the globe.

Mastek will offer the commercetools API-based commerce platform as well as advisory and implementation services to global B2C and B2B companies seeking to migrate off their monolithic commerce architectures to a more flexible, agile design. The partners will air a video podcast on the topic of Microservices for Modern Commerce on November 13th at 11 am CST with Nancy Jay as host.

With an aim to continue offering cutting edge solutions in the fast-paced and highly competitive eCommerce landscape, Mastek Inc., joins an elite group of digital transformation companies able to help businesses implement a blueprint and solution for modern commerce that lets them provide compelling customer experiences.

The commercetools platform is deployable as a set of consumable commerce-related microservices that connect to any front-end UI or DXP and any back-end business systems. Each commerce microservice can be independently updated or modified to enable new channels, new business processes, or new devices about four times faster than traditional all-in-one monolithic commerce platforms.

“Commerce Transformation is a critical component of the digital transformation strategy of our clients as they look to deliver an exceptional customer experience to their end consumers. Leveraging the commercetools framework we deliver a comprehensive commerce platform enabling organizations to deliver the transformative customer experiences brands need to drive revenue growth and cultivate loyalty in the experience economy,” said Raman Sapra, President of Mastek, Americas. “This partnership broadens our commerce platform offering allowing us to better serve our customers in the digital era.”

“Mastek is a respected digital transformation player, having built a reputation for delivering commerce solutions to a number of world-renowned brands,” Arthur Lawida, president of commercetools, Inc. said. “We are happy to have them join us on our quest to give retailers and brands a competitive edge in the fast-moving ecommerce industry.”

About Mastek Inc., formerly TAISTech

Mastek Inc., formerly known as TAISTech, imagines, creates, and delivers exceptional commerce experiences that bond customers to your brand, drives revenue growth, and cultivates loyalty. Wherever there is a customer touchpoint, we create a connection. Powered by customer journey mapping and Mastek’s Surround Commerce framework, we create compelling, memorable digital solutions for B2C and B2B companies.

About commercetools

commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. Our leading-edge API approach helps retailers create brand value by empowering commerce teams to design unique and engaging digital commerce experiences everywhere – today and in the future. Our agile, componentized architecture improves profitability by significantly reducing development time and resources required to migrate to modern commerce technology and meet new customer demands. It is the perfect starting point for customized microservices.

Visit www.commercetools.com for more information

Media Contacts:

Eileen Tanner for commercetools, Inc
509.521.2594
emtanner03@outlook.com

Stephanie Wittmann
commercetools Corporate Communications
+49 (0)173 615 56 01
Stephanie.Wittmann@commercetools.com

Visit www.taistech.com for more information

Media Contact:

Sandra Lewis
Mastek Americas Marketing Manager
972-342-4658
Sandra.Lewis@Mastek.com