

# Acquia Announces Commerce Cloud for Integrated Shopping Experiences

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BURLINGTON, MA – September 5, 2013 – Acquia, where great digital experiences begin, is announcing the availability of Acquia Commerce Cloud, the first digital experience platform to bring content to commerce. Acquia Commerce Cloud enables you to create content-rich, socially enabled, fully integrated shopping experiences and effortlessly deploy and scale them to a high-performance, highly secure cloud platform.

With the shift to digital engagement and the ability for a consumer to connect anytime and anywhere, brands have gained an incredible opportunity to build relationships directly with customers. Digital is driving the trend toward direct-to-consumer commerce. That's why a great digital presence is a business imperative. In order to drive sales and build evangelists, brands need a unified digital experience for product discovery, research, and purchase. And with the explosive growth of mobile commerce, brands need to deliver a consistent digital experience across a growing mix of devices and channels.

One brand that's getting this right is Timex®. The leading watch manufacturer set out to transform its commerce site to a unified brand and commerce experience. Now, with content that spans running, wellness, outdoor activities and style trends, Timex is connecting with enthusiasts and providing a digital destination at the intersection of its brand and its consumers' lifestyles. By integrating relevant content with its digital commerce, Timex is also supporting the sale of its watches both online and by any of its retailers. Timex selected Drupal and Acquia Commerce Cloud to create a multilingual commerce platform to build its brand and grow its digital commerce revenue around the globe.

"The focus of our digital strategy is all about bringing the full Timex brand experience to life online and connecting consumers with the Timex products and styles they love most – whether they're runners or style conscious – no matter where they may be," said Cal Crouch, head of digital marketing and ecommerce, Timex Group USA, Inc. "The flexibility and freedom of Drupal combined with Acquia Commerce Cloud helps us deliver the type of experience our customers need on a platform we trust."

Acquia Commerce Cloud makes it easy for brands to build and deliver content-rich, engaging shopping experiences with the flexibility, scalability, and security that online commerce demands. Only Acquia Commerce Cloud combines open source innovation and a unified platform for content, community and commerce. It is available as a service, and delivered on the most secure, scalable, and reliable cloud environment available for Drupal.

"Brand managers know that digital will make or break their business. They need to engage customers and build loyalty with compelling experiences that span content, social communities, and commerce - and deliver across channels and devices," said Tom Erickson, Acquia CEO. "Acquia is helping organizations bridge the divide between their content and their digital storefront, knocking down the silos that separate the point of sale from the buyer's journey."

Drupal and Acquia Commerce Cloud enables digital teams to:

Build core commerce features such as product content, pricing, order management.

Accelerate time to value with our suite of developer workflow tools.

Quickly engage customers with compelling experiences driven from digital marketing content such as blogs and videos.

Consistently deliver these experiences across channels with responsive design, and across borders with multi-lingual capabilities.

Create socially immersive shopping experiences by building communities and integrating ratings, reviews, and social sharing, all with the protection of an integrated content moderation platform. Acquia maintains Drupal Commons, a flexible Social Business Platform for creating online social communities for social collaboration and content delivery.

Deliver relevant content with Acquia Search, which allows customers to build rich, faceted search experiences with Apache Solr, while Acquia ensures reliability and performance.

Complete your commerce ecosystem with our third-party partners. Ensure secure payments, localize content, review real-time analytics, and more.

Build with confidence on the most secure, scalable, and reliable cloud platform for Drupal sites, and deploy their site as-a-service.

Ensure application quality with a deep set of development tools to ensure application uptime, performance, and security.

Guarantee uptime with multi-region failover. When downtime is measured in dollars, Acquia offers disaster recovery as-a-service.

More information on Acquia Commerce Cloud is available at [www.acquia.com](http://www.acquia.com).