

# The EY-Adobe Alliance: EY Transformational Commerce

Solution brief



The better the question. The better the answer. The better the world works.

The EY logo, consisting of the letters 'EY' in a bold, white, sans-serif font. A yellow diagonal line is positioned behind the 'Y'.The Adobe logo, featuring the word 'Adobe' in a bold, red, sans-serif font.

Shape the future  
with confidence



# Transformational commerce powered by Adobe Commerce

The way people approach purchasing has drastically changed. Now more than ever, customers want seamless, personalized and omnichannel experiences. Whether you are a B2B company preparing to enter the digital commerce space or B2C company reassessing your current platform to innovate and modernize, the EY-Adobe Alliance orchestrates the right people, technology and systems to supercharge your customer conversion.

## Composable commerce customized for your business.

A personalized digital buying experience combines a customer-centric approach with emerging technologies and an agile back-end operations ecosystem. EY teams can help build a digital presence, powered by Adobe Commerce, to help drive revenue.

We draw from the deep technical capabilities of our Adobe professionals to provide the most complex implementations and transformation solutions. Our more than 1,500 skilled practitioners have provided more than 350 Adobe implementations across the globe.



Executives understand that thriving in today's digital-first world means building trusted customer relationships through data.

# Fast-track expansion across business lines and brands

The EY organization and Adobe teams collaborate to help you integrate and unify your existing tech stack and data, from multiple sources, onto a single, unified platform: Adobe Commerce.

With the EY customer experience (CX) strategy complementing Adobe Commerce's innovative marketing and commerce features, your organization can gain the capabilities that will allow you to intuitively shift as your customers' behaviors change. Provide the right experience to the right customer at the right time while scaling according to your business needs.

## Creating new revenue streams through the first direct-to-consumer (D2C) commerce platform for a global manufacturing company

EY professionals helped a global manufacturing holding company with more than 100 subsidiaries implement a commerce platform to collect first-party data, leading to insights to inform both CX transformation and product offering innovation while gracefully avoiding channel conflict. Creating a modular and scalable platform that allows the client to onboard additional brands and lines of business opened doors to additional revenue streams.

## Case study

Challenge	<ul style="list-style-type: none"><li>■ To meet a growing demand in the market for pet wellness information, products and services from trusted companies, the HomeAgain team embarked on a transformation of its D2C platform. The business historically focused on providing pet-tracking microchips through veterinarians in a B2B model, with pet owners registering for related monitoring and recovery services through its D2C site. As the legacy technology enabling the website was not cloud-based or scalable, it was limited in its effectiveness and the user experience it could deliver.</li></ul>
Solution	<ul style="list-style-type: none"><li>■ HomeAgain business leaders recognized that a complete transformation was required to modernize the tech stack supporting the program, including the website, subscription tool, customer data and marketing technology. EY professionals recommended the cloud-based, scalable Adobe Commerce platform. It would help enable the business to provide a more robust CX, increase customer acquisition and retention, drive higher sales conversions, and support the rollout of new products and additional regions.</li></ul>
Value	<ul style="list-style-type: none"><li>■ HomeAgain deployed its enhanced D2C engagement strategy and e-commerce platform globally. Pet owners are now able to subscribe for pet monitoring and recovery protection, purchase products related to their interests and explore resources and information about pet care.</li><li>■ Both the business and its customers benefit from this transformation in equal measure. The refreshed D2C approach has provided more incentive for customers to share their personal data, enabling the program to better tailor its customers' online experiences, increasing loyalty and sales conversions.</li></ul>

## EY | Building a better working world

EY is building a better working world by creating new value for clients, people, society and the planet, while building trust in capital markets.

Enabled by data, AI and advanced technology, EY teams help clients shape the future with confidence and develop answers for the most pressing issues of today and tomorrow.

EY teams work across a full spectrum of services in assurance, consulting, tax, strategy and transactions. Fueled by sector insights, a globally connected, multidisciplinary network and diverse ecosystem partners, EY teams can provide services in more than 150 countries and territories.

### All in to shape the future with confidence.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via [ey.com/privacy](https://ey.com/privacy). EY member firms do not practice law where prohibited by local laws. For more information about our organization, please visit [ey.com](https://ey.com).

© 2025 EYGM Limited.  
All Rights Reserved.

EYG no. 007004-25GbI

2508-10915-CS  
ED None

This material has been prepared for general informational purposes only and is not intended to be relied upon as accounting, tax, legal or other professional advice. Please refer to your advisors for specific advice.

[ey.com](https://ey.com)

## Contacts



### Shilpa Kotiyan

Commerce Technology Leader  
Ernst & Young U.S. LLP  
[shilpa.s.kotiyan@ey.com](mailto:shilpa.s.kotiyan@ey.com)



### Tony Guerrero

Commerce Technology Leader  
Ernst & Young U.S. LLP  
[tony.guerrero@ey.com](mailto:tony.guerrero@ey.com)



### Alexandra Wood

Commerce Practice Leader  
Ernst & Young U.S. LLP  
[alexandra.wood@ey.com](mailto:alexandra.wood@ey.com)



### The EY-Adobe Alliance. Growth through flexibility, realized.

The EY-Adobe Alliance understands the complexity of the evolving digital commerce landscape and can find opportunities for unlocking value, improving growth and increasing revenue. The EY CX strategy complementing Adobe Commerce's innovative marketing and commerce features puts your organization in perfect harmony with your customers' behaviors.

Learn how a personalized digital commerce platform can drive growth, reach new customers and personalize CX at scale.

For more information, visit: [https://www.ey.com/en\\_us/alliances/adobe](https://www.ey.com/en_us/alliances/adobe).