

When expanding e-commerce operations across multiple countries and regions, selecting the right commerce platform is crucial. With a vast array of options available today, two names frequently surface in discussions around global delivery, languages and regions support, and omnichannel experiences: **DEPT** and **Salesforce Commerce Cloud**. This article digs deep into the nuances of these platforms, comparing them on key criteria such as architectural ownership after launch, delivery posture and accountability, integration discipline, and the advantages of phased migrations.

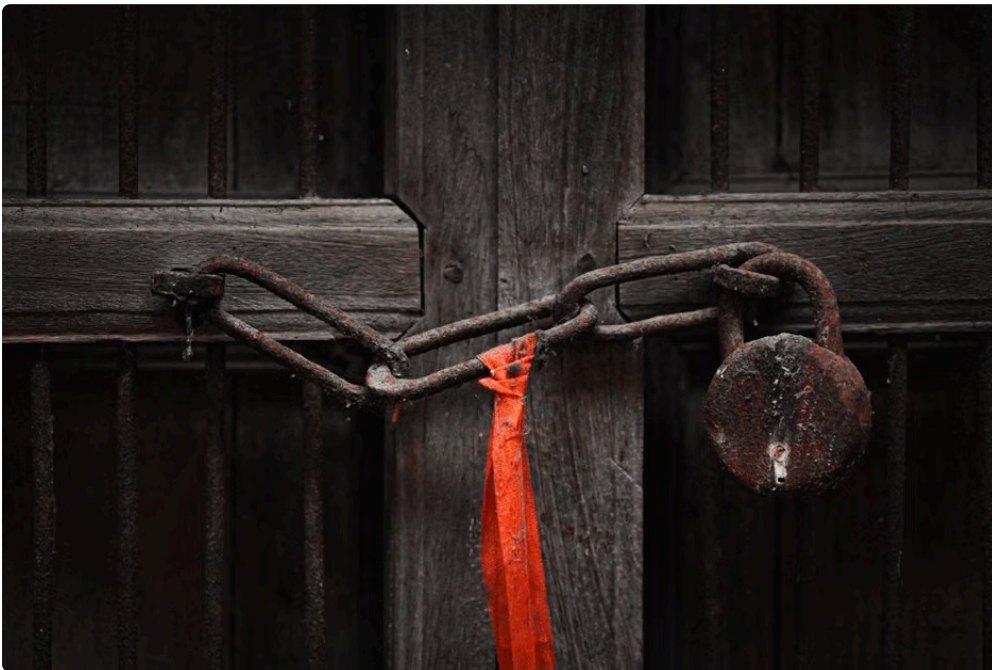
Along the way, we'll weave in insights from agencies and consultancies like **Netguru** and **Lab Digital**, and explore relevant architectural frameworks, including **MACH principles** (Microservices, API-first, Cloud-native, and Headless).

Understanding the Landscape: Why Platform Choice Matters for Global Commerce

Businesses expanding internationally grapple with complex challenges:

- Support for multiple languages and regions with localized content, tax handling, and compliance
- Omnichannel expectations requiring seamless experiences across web, mobile, physical stores, and marketplaces
- Maintainability and agility to keep pace with changing market needs
- Coordination across distributed teams and vendors to limit downtime especially during rollouts and updates

The right platform is not just about feature parity but the underlying architecture and governance model—building a scalable foundation with clear ownership and accountability.



DEPT and Salesforce Commerce Cloud: Different Approaches to Global Delivery

Salesforce Commerce Cloud Overview

Salesforce Commerce Cloud (SFCC) is a mature, cloud-hosted SaaS solution designed to deliver out-of-the-box e-commerce capabilities. It provides extensive global market support through native multi-site management, language localization, and currency management. SFCC excels at rapid time-to-market with a robust catalog of built-in features and integrations.

DEPT Digital Experience Platform

DEPT is a digital agency and platform builder specializing in customized, API-first commerce solutions aligned with MACH principles. DEPT's approach emphasizes modular microservices architectures tailored to client needs, prioritizing agile global rollout and omnichannel orchestration without being constrained by monolithic legacy systems.

Architectural Ownership After Launch: Who Owns What?

This is a sticking point many teams overlook pre-launch but becomes critical immediately after.

Aspect Salesforce Commerce Cloud DEPT (API-first, MACH-based) Architecture Ownership Mostly Salesforce-owned infrastructure and platform layers; client owns storefront customizations and integrations. Client retains full ownership of architecture as APIs and microservices are client-deployed or cloud-neutral. Customization Flexibility Limited by Salesforce's frameworks and release cycles. High flexibility with independent service evolution. Upgrade Path Managed upgrades but limited control; some forced changes. Client controls upgrade cadence and service iterations.

Insight: I always ask after go-live: **who owns the architecture?** For global rollouts spanning languages and regions, this ownership clarity defines how quickly you can act on market requirements, collegian.com adapt integrations, and fix issues without vendor bottlenecks.

Delivery Posture and Accountability: The DEPT and Salesforce Perspective

It's tempting to assume a "we can do anything" promise means seamless delivery—but as an e-commerce delivery lead with 12 years of experience, I refuse to accept vague hand-waving answers.

- **Salesforce Commerce Cloud:** As a SaaS platform, delivery tends to be platform-driven—feature releases, patches, and downtime fall under Salesforce SLAs. Customer teams focus on managing storefront and deployment of customizations with vendor support for escalations.
- **DEPT:** Delivery is collaborative, with clear roles and responsibilities defined upfront across all phases: architectural design, development, integrations, testing, and go-live. Because services communicate via API-first contracts, debugging and accountability are streamlined.

Netguru and Lab Digital, two agencies I respect, emphasize that vendor accountability is best assured through:

1. Transparent SLAs with explicit definitions (uptime, response time, change windows)
2. Checkpoint reviews aligned to phased migration plans
3. Comprehensive monitoring and alerting to pre-empt issues

Integration Discipline Beats Feature Checklists

The number one pitfall I've seen is over-fixation on feature parity—just checking boxes without integration discipline. Global commerce demands a tight weave of multiple systems: ERP, OMS, DXP, payment processors, and

regional tax services.

Both DEPT and Salesforce Commerce Cloud acknowledge this, but DEPT's MACH-compliant API-first services offer superior advantages:

- Easier to insert new services or replace existing ones without heavy refactoring
- Reduced coupling minimizing risk during multi-market rollouts
- Improved testing and resilience with isolated service boundaries

In contrast, SFCC relies on connector frameworks and proprietary APIs with some limits in extensibility. For customers prioritizing fast-changing integrations across multiple regions—e.g., payment providers varying by country—this can become a bottleneck.

Phased Migrations to Limit Downtime

Global rollouts are gateway moments. Attempting to switch entire markets or multiple regions in one big bang maximizes risk.

Best practice leans heavily towards **phased migrations**:

1. **Pilot small, strategic markets first**—validate architectural assumptions, integration stability, and language localizations.
2. **Iterate rapidly** incorporating feedback, then progressively onboard additional languages and regions.
3. **Maintain legacy systems in parallel** until new platform stability is fully assured.
4. **Progressively unlock omnichannel touchpoints**—web, mobile apps, physical stores—rather than simultaneously updating them all.

DEPT's microservices architecture inherently aligns with phased migrations by enabling incremental service rollouts with minimal platform-wide impact.

SFCC supports multi-site management facilitating staged launches but still entails intricate configuration and testing per site.

Summarizing the Key Differences

Criteria	Salesforce Commerce Cloud	DEPT (API-first, MACH)	Global Delivery
Strong SaaS backbone with native multi-site management	Highly customizable, modular microservices tailored to market needs	Languages & Regions Support	Out-of-the-box multi-language and currency management
Flexible localization strategies implemented via APIs and composable frontends	Omnichannel Support	Built-in channel orchestration with Salesforce ecosystem integration	API-first design supports custom omnichannel integration per client requirements
Architectural Ownership	Post-Launch Shared: Salesforce owns core infra, client owns storefront customizations	Client retains full control and ownership of architecture	Delivery Accountability
Platform SLA-driven, with vendor-managed release cadence	Clear collaborative model with assigned roles and transparent processes	Integration Discipline	Proprietary APIs and connectors with some extensibility limits
Strong API-first modularity aligning with MACH principles	Phased Migration	Compatibility	Supports multi-site gradual rollouts, but complex configurations
Ideal for incremental migration reducing risk and downtime			

Conclusion: Which Approach Fits Your Global Market Ambitions?

Ultimately, **choosing between DEPT and Salesforce Commerce Cloud depends on your enterprise's appetite for architectural control, delivery model preferences, and global rollout strategies.**

If your priority is an *out-of-the-box, SaaS-managed solution* with comprehensive global features and you align well with Salesforce's release cadence, Salesforce Commerce Cloud is a proven platform with extensive ecosystem integrations.

However, if you require *end-to-end architectural ownership* paired with the agility to rapidly change integrations, customize workflows per region, and embark on phased, low-risk migrations, DEPT's MACH-aligned API-first approach is compelling. This is particularly true if your global delivery demands sophisticated omnichannel orchestration across diverse markets.



Working with experienced partners like **Netguru** and **Lab Digital** alongside DEPT can further ensure delivery discipline, clarity in roles, and successful rollouts.

Remember: never accept "we can do anything" without clear accountability. Demand your vendors and partners specify ownership, SLAs, integration contracts, and incremental migration plans upfront. Because in global markets, architectural clarity and disciplined execution beat buzzword soup every time.

Next Steps

- Conduct an architecture ownership workshop post-evaluation to clarify responsibilities
- Map out phased migration pilot markets to test assumptions
- Establish SLAs reflecting your 24x7 global delivery needs
- Iterate integrations as first-class citizens rather than afterthoughts

With rigorous planning, clear ownership, and a disciplined approach to integrations and rollout, your global commerce platform can become a strategic advantage rather than a long-term headache.