MCFADYEN DIGITAL | commercetools

Smart**Launch**
for commercetools

Launching a new marketplace is exciting
Integrating the technology behind it? Not always.

The **fastest way** to launch and scale your marketplace

Instead of building complex integrations from scratch, **SmartLaunch for commercetools provides a proven, scalable foundation** designed specifically for modern marketplace commerce.

SmartLaunch for commercetools is a ready to use integration accelerator that connects commercetools and your preferred marketplace vendor so you can launch faster, scale confidently, and grow without technical roadblocks.

Built to Handle Marketplace Complexity

Onboarding Multiple sellers

Vendor-specific pricing and inventory

Multi-shipment orders & High transaction Volumes

Governance and compliance requirements

Is **SmartLaunch** right for you?

Launching or Scaling a B2B, B2C, or Hybrid Marketplace

Whether you're adding third-party sellers or expanding into new business models, SmartLaunch supports your expansion.

Managing Complex Multi-Vendor Operations

If you handle vendor-specific rules, advanced order flows, or high transaction volumes, you need more than basic APIs.

Wanting Flexibility and Long-Term Control

You own the code. You own the cloud environment. You're not locked into a black-box product.

Planning to Scale

Expanding across regions, brands, or channels? SmartLaunch gives you a foundation designed to grow with you.

Value Proposition

Faster Time-to-Market

Launch using proven integration patterns instead of building from scratch.

Lower Long-Term Costs

Avoid fragile point-to-point integrations that require constant maintenance. Reduce risk and ongoing complexity.

Better Support & Growth

As transaction volumes increase and new vendors join, the architecture scales with you.

Easier to Pivot & Scale

Expand into new business models — multi-vendor, hybrid, global — without redesigning your integration foundation.

Stronger Trust & Reliability

Trustworthy data synchronization and coordinated order flows mean less errors and smoother operations across systems.

Find us on the commercetools Marketplace

Succesful **commercetools** Accelerator Projects

minted.

PAYBACK

The McFadyen Advantage

SmartLaunch for commercetools is delivered as an accelerator- not a proprietary product. We deliver a scalable, resilient, future-ready integration foundation so you can focus on growth, innovation, and marketplace expansion.

39	**29**	**17**
Years in Digital	Years in Commerce	Years in Marketplace

Allow McFadyen Digital to be your trusted advisor for digital transformation projects.

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Ready to Take the Next Step?

Contact McFadyen Digital to learn how SmartLaunch for commercetools can accelerate your marketplace launch.

www.mcfadyen.com

Click here or scan the QR Code to learn more