The Commerce
Team **Global**

Whitepaper

Why Enterprise Retailers Are Choosing Scayle Commerce Engine

Scayle - the commerce technology born from the success of the €2B fashion retail giant About You – is designed to meet the complex needs of global, omnichannel retail businesses across fashion, electronics, consumer goods, and more, and as the name itself evokes, built to support scalable growth.

In this whitepaper, we provide a comprehensive analysis of Scayle's capabilities and explore why enterprise retailers are choosing Scayle as their e-commerce platform of choice.

About Scayle

Scayle is rapidly emerging as a leading e-commerce platform, gaining traction as an alternative to more established platforms such as SAP and Salesforce Commerce Cloud, with a triple-digit growth rate in enterprise adoption, as recognised by Gartner's Magic Quadrant for Digital Commerce, based on its "completeness of vision and ability to execute". (Scayle.com)

Trusted by major brands in sports clubs (Manchester United, FC Bayern Munich) multi-brand retailers (Harrods), footwear (Deichmann) and fashion (S. Oliver Group), Scayle handles over 130M monthly visitors and high transaction volumes, confirming its retail-proven scalability for enterprise brands. Its API-first, headless architecture has been tested in real-world retail operations, ensuring 99.99% uptime and high-speed performance.

" *As a leading commerce agency, we believe in driving innovation through headless technology. Scayle has already proven to be an exceptional ally for enterprise-sized brands seeking to adopt a composable approach and expand their market capabilities.*
Paul Sanderson, CEO at The Commerce Team Global. "

6 Reasons Why Decision-Makers Choose Scayle

Enterprise retailers worldwide are increasingly selecting Scayle Commerce Engine as their e-commerce platform of choice. It has been recognised among the leading digital commerce solutions by industry analysts underlining its strong vision and robust capabilities, such as:

01.
Enterprise-Grade Scalability
Proven ability to handle large-scale operations (millions of customers, vast catalogues, peak traffic) and support rapid growth without performance degradation.

02.
Composable, Headless Architecture
A modular, API-first platform that offers the flexibility of headless commerce and composability, enabling retailers to tailor and extend the system with ease.

03.
Global & Multi-Market Enablement
Built-in internationalisation for multi-country, multi-currency, and multi-language retail, allowing global rollouts and localised shopping experiences from a unified platform.

04.
Accelerated Time-to-Market
Extensive out-of-the-box features (from PIM to checkout) and optional ready-made storefronts that speed up new market launches or brand rollouts, giving retailers a competitive edge in agility.

05.
Integration & Innovation Flexibility
An open integration framework and modern APIs that seamlessly connect with existing enterprise systems and third-party services, empowering retailers to innovate quickly and adapt to changing market needs.

06.
Lowering TCO Through Smart Architecture
Scayle's composable architecture translates directly into a lower total cost of ownership (TCO) for retailers.

1. Enterprise-Grade Scalability and Performance

Born to support high-volume and complex operations

The Global E-commerce Surge

Global retail e-commerce sales are projected to reach $6.86 trillion in 2025, accounting for an ever-growing share of total retail revenue, with over 2.7 billion people shopping online globally, a figure expected to rise to 2.77 billion in 2025 E-commerce platforms must scale to accommodate such growth. (SellersCommerce.com)

The Enterprise-Grade Challenge

Enterprise retailers require a platform that can reliably handle this massive scale. Scayle Commerce Engine was built from the ground up to support high-volume, high-complexity operations. It powers businesses exceeding $250 million in revenue across Europe and North America, demonstrating an ability to manage large product catalogues, heavy traffic spikes, and extensive transaction volumes without compromising performance.

Trusted To Scale

Scayle has been battle-tested in demanding peak events and rapid international expansion. For example, Harrods, the iconic luxury retailer, chose Scayle to launch its new global e-commerce platform, citing the platform's "robust set of out-of-the-box, intuitively configurable capabilities" and ability to scale premium experiences worldwide. Harrods now delivers experience-driven shopping journeys across all channels, hosting over 4,000 brands and reaching customers in 200+ countries with localised experiences. (Scayle.com)

This enterprise-grade performance instils confidence that Scayle can support multimillion-dollar retail operations through peak seasons and global expansions. In short, retailers choose Scayle because it consistently delivers on the promise of scale – ensuring fast page loads, reliable checkouts, and uptime even as online business scales to new heights.

2. Composable, Headless Architecture
API- first architecture for long-term flexibility

Modern retailers know that agility and innovation are key to staying competitive. Scayle's composable commerce architecture is a major reason it's favoured by enterprise teams seeking long-term flexibility. In contrast to rigid monolithic platforms, Scayle is built as a collection of modular services (for storefront, product information management, order management, etc.) that operate via clear APIs. This headless and API-first architecture decouples the front-end presentation from back-end commerce logic, giving businesses the freedom to design unique customer experiences across channels without being constrained by a single templated system.

No-code configuration

By embracing composable principles (aligned with the MACH architecture: Microservices, API-first, Cloud-native, Headless), SCAYLE allows retailers to "configure without coding, and code without limits," (Bloomreach.com). Its extensive functionality is organised into separate but integrable modules – e.g. promotions engine, search, payments, marketplace management, etc. – which brands can use out-of-the-box or swap out for third-party solutions as needed. This means a retailer can start quickly with Scayle's built-in capabilities, then gradually introduce additional bespoke services or customisations over time, all on the same platform

Modular structure

In practice, Scayle's users gain the agility to innovate faster – launching new features, storefronts, or integrations in a fraction of the time it would take on legacy platforms. The unified but modular design also aids in futureproofing: as new channels (e.g. voice commerce, new social platforms) emerge, Scayle's headless architecture can accommodate them by simply adding new "heads" on top of the stable commerce backend. This flexibility is a key reason enterprises choose Scayle: it's a platform that adapts to their strategy, rather than forcing them to adapt their business to the software. Retailers can tailor the commerce experience to their brand while relying on Scayle's robust engine to handle the underlying commerce processes. ABOUT YOU, one of Europe's largest fashion platforms, leveraged Scayle's headless approach to achieve an 85% compound annual growth rate (CAGR) from 2014 to 2021, reaching €1.73 billion in group revenue in the fiscal year 2021/2022. (Scayle.com)

3. Global and Multi-Market Capabilities
Powering international commerce

Global By Design

For enterprise retailers, expanding into international markets and managing multi-brand portfolios is often a top priority. Scayle Commerce Engine was explicitly designed with global applicability in mind. The platform supports multi-language and multi-currency operations out of the box, along with country-specific storefronts, tax configurations, and compliance features – all manageable from a single backend. Scayle enables retailers to run multiple regional web shops and even distinct brands on one platform instance, simplifying the complexity of international e-commerce. Multi-market and multi-brand support is one of Scayle's core strengths (Gartner.com). Retailers can easily configure new country sites or brand storefronts (with localised catalogues, pricing, and content) without reimplementing the underlying system for each variation.

Cross-Border Growth

This capability has been crucial as cross-border online shopping surges. The number of online shoppers worldwide is expected to reach 2.77 billion in 2025, and retailers need platforms that make it seamless to serve customers wherever they are (SellersCommerce.com). With Scayle, Harrods was able to deliver an experience-driven buyer's journey "across all channels & regions, including US, Middle East, and more", ensuring its luxury offering resonates with a global customer base (Scayle.com).

Suitable To Varied Retail Veticals

Scayle's success across varied retail verticals also speaks to its versatile international capabilities. Fashion and apparel companies (e.g. S.Oliver in Europe) use Scayle to power both their domestic and overseas online stores, while consumer goods and lifestyle brands leverage Scayle to manage multi-country operations in Europe, North America, and Asia from one solution.

4. Accelerated Time-to-Market and Agility
Scayle's OOTB features

In the retail industry, the ability to launch new initiatives quickly – be it entering a new market, rolling out a new brand, or adapting to trends – can be a decisive competitive advantage. Scayle Commerce Engine equips enterprises with tools to dramatically speed up time-to-market for digital commerce projects. Its extensive set of out-of-the-box (OOTB) features covers all core commerce needs (product information management, order management, checkout, search, promotions, etc.), allowing retailers to start with a complete baseline functionality from day one.

Fast Start, Flexible Growth

Moreover, Scayle offers a "Copy and Customise" built-in storefront option that clients can use as a starting point for their website. This means an enterprise can take a pre-made, responsive front-end template and quickly brand it and configure it for their needs – skipping a lengthy front-end build. Retailers thus have a choice: either go fully headless with a custom front-end, or jumpstart with Scayle's accelerator storefront to go live faster. Many choose the latter to meet immediate market demands, then gradually evolve their front-end over time. This flexibility to start fast and iterate is invaluable when timing is critical (for instance, launching a site ahead of a peak season or a marketing campaign).

Built-in storefronts and templates

The platform's intuitive, no-code administrative tools further enhance agility. Business users (e.g. e-commerce managers) can set up new promotions, spin up microsites, or manage multiple stores through Scayle's unified admin UI without waiting on IT. One industry review noted that Scayle makes it easy to create new customer experiences, stores, or even enter new markets "without code," empowering teams to act quickly on opportunities.

This agility is reflected in real-world outcomes: Connecting through Scayle's store management, Snipes, a Deichmann group's notorious multi-brand streetwear retailer in Europe and US, unified their stores and parent company data. This unification allowed Snipes to benefit from their parent company best-practice processes, and their teams are able to get both a global overview of all e-commerce activities as well as granular insights into specific market regions, receiving total transparency and total control on their multiple storefronts and operations.

SaaS delivery for quick upgrades

Finally, Scayle's cloud-native SaaS delivery means retailers automatically benefit from frequent updates and improvements, without long upgrade projects. New features and enhancements are continuously rolled out, keeping clients on the cutting edge. In summary, Scayle shortens the path from concept to live site, which is why enterprise retailers focused on speed and agility are turning to this platform. The quicker they can implement ideas, the faster they can respond to market changes and consumer expectations.

5. Open Interface and Modular Services
Built to ensure ecosystem connectivity

Large retailers typically operate a rich ecosystem of software – ERP systems for inventory, CRM for customer data, specialised analytics, third-party logistics providers, and more. Scayle's modern architecture can be "flexibly expanded via APIs," allowing retailers to incorporate additional services and custom features as their business evolves. For example, a retailer can use Scayle's native search initially, but later decide to integrate an AI-driven search from a third-party vendor by interfacing through Scayle's APIs – all while maintaining one coherent system.

Modular services and advanced integration capabilities

This composable approach naturally supports a best-of-breed IT strategy. Gartner's latest analyses of digital commerce (2024) emphasise the importance of integration capability, as many digital businesses are extending the life of their platforms by adding modules from other vendors rather than doing full replacements. Scayle aligns perfectly with this trend: it's open interfaces and modular services let retailers augment the platform with minimal disruption. In practice, Scayle has demonstrated smooth integrations with enterprise back-end systems (for instance, integrating Harrods' ERP and various third-party services into the Scayle platform during their re-platforming). This gives CIOs and CTOs confidence that adopting Scayle won't mean rebuilding everything from scratch – instead, Scayle acts as a hub that ties into existing processes, preserving prior IT investments.

Scayle's partner technologies

As one of the fastest-growing commerce platforms globally (Gartner.com), Scayle has attracted technology partners (e.g. in personalisation, search, and payments) that provide pre-built connectors or optimised solutions for the platform.

Scayle's support for standards and APIs ensures that even without a pre-built plugin, integration work remains straightforward for development teams. Retailers thus enjoy integration freedom – they can mix and match Scayle's native capabilities with other preferred tools (from marketing automation to loyalty platforms) to craft an ideal environment for their business.

Ultimately, this level of integration flexibility translates to future resilience and innovation. Enterprise retailers choose Scayle because it plays nicely with others – this reduces vendor lock-in and allows the business to continuously enhance its ecosystem. In an era where retail tech is evolving quickly, Scayle provides a stable yet adaptable commerce core that integrates, rather than dictates, making it a smart choice for retailers who require both power and flexibility.

6. Lower TCO Through Smart Architecture
Focusing tech investment on customer-facing innovation

Real-World Cost Savings

Brands migrating to Scayle have reported TCO reductions of up to 30%, with key savings attributed to the streamlining of operations, a simplified tech stack, and reduced complexity in system integrations (Scayle.com). For example, Deichmann, Europe's largest shoe retailer, leveraged Scayle's out-of-the-box capabilities and headless architecture to rapidly scale its online offering across multiple markets, while significantly cutting back on backend customisation. This allowed the brand to avoid costly technical debt and focus investment on customer-facing innovation.

Scayle also offers native support for high-performance features such as dynamic product feeds, personalised content delivery, and seamless third-party integrations—all without the need for heavy custom builds.

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High Performance Without Heavy Customisation

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Takeaways

With demonstrated success in handling high-volume, complex operations, within multiple retail verticals operating worldwide, Scayle delivers proven scalability, high performance, and enterprise-grade flexibility—positioning itself as a top contender in next-generation e-commerce solutions.

As a selected partner agency to deliver Scayle solutions, The Commerce Team Global can support each step of your platform migration and provide the best tech stack for your business needs. Speak to our Scayle-certified Solutions Consultants, reach out today.

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