

Kasama Announces Strategic Partnership with SCAYLE to Deliver Next-Generation Enterprise eCommerce Solutions

Boston, Massachusetts Aug 27, 2025 ([IssueWire.com](https://www.issuewire.com)) - *Kasama*, a leading digital commerce and marketing agency specializing in enterprise eCommerce strategy and technology, today announced a new strategic partnership with *SCAYLE*, one of the fastest-growing enterprise eCommerce platforms in the world.

Through this partnership, Kasama becomes one of the first U.S.-based digital agencies with direct access to SCAYLE's high-performance commerce infrastructure, enabling the delivery of highly scalable, customizable, and personalized digital shopping experiences for enterprise brands.

"Partnering with SCAYLE gives our clients access to a modern, flexible platform built for the next generation of global eCommerce," said **Dan Fertig, Director of Partnerships at SCAYLE**. "Kasama brings deep commerce expertise and a sharp focus on execution. Together, we'll help brands launch faster, scale smarter, and deliver better experiences to their customers."

SCAYLE's cloud-based, API-first platform powers digital commerce for globally recognized brands such as Harrods, Manchester United, SNIPES, and Deichmann. The platform offers robust personalization tools, flexible product and catalog management, omnichannel readiness, and a modular architecture designed for rapid deployment and international scalability.

"We're thrilled to partner with SCAYLE to bring a new level of capability to our clients," said **Mark Rubin, CEO of Kasama**. "Our mission is to make digital complexity manageable for enterprise brands. SCAYLE gives us another powerful tool to do that, enabling faster time to market, seamless global expansion, and personalized experiences that drive long-term customer loyalty."

With this partnership, Kasama enhances its position as a trusted advisor and implementation partner for enterprise brands navigating complex commerce challenges. In addition to SCAYLE, Kasama holds deep capabilities in Salesforce Commerce Cloud, Shopify Plus, Salesforce Order Management, and Marketing Cloud. The agency works with mid-market and enterprise clients across B2C and B2B verticals, including fashion, lifestyle, food & beverage, and industrial sectors.

About Kasama

Kasama is a U.S.-based digital commerce and marketing consultancy that partners with enterprise brands to design, implement, and optimize modern eCommerce ecosystems. With a focus on platform strategy, experience design, and scalable technology, Kasama helps clients unlock growth through actionable, outcome-driven digital solutions. Learn more at www.kasamadigital.com.

About SCAYLE

SCAYLE is a headless commerce platform built for enterprise retailers. Designed with a modular, API-first architecture, SCAYLE powers leading global brands including Harrods, FC Bayern, and s.Oliver. The platform offers advanced features for product management, personalization, internationalization, and omnichannel experiences—all with low technical overhead and enterprise-grade scalability. Learn more at www.scayle.com.

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Source : Kasama

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