

COMPOSABLE COMMERCE & MACH-ARKKITEHTUURI

- teknistä edelläkävijyyttä

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FOCUS FOR THE DEEP DIVE

Key concepts

- **Composable Commerce**
- **Headless**
- **MACH**

How to choose the right approach

Q&A

ABOUT VAIMO



Vaimo is one of the world's most respected experts in digital commerce and experience. As a full service omnichannel agency, we deliver strategy, design, development and managed services to clients globally.

16+

Countries

500+

Employees

100%

Digital experience focus



Africa &
Middle East



Nordics



United
Kingdom



United
States



Western
Europe



Baltics &
Ukraine

Change is the only constant in life

Heraclitus

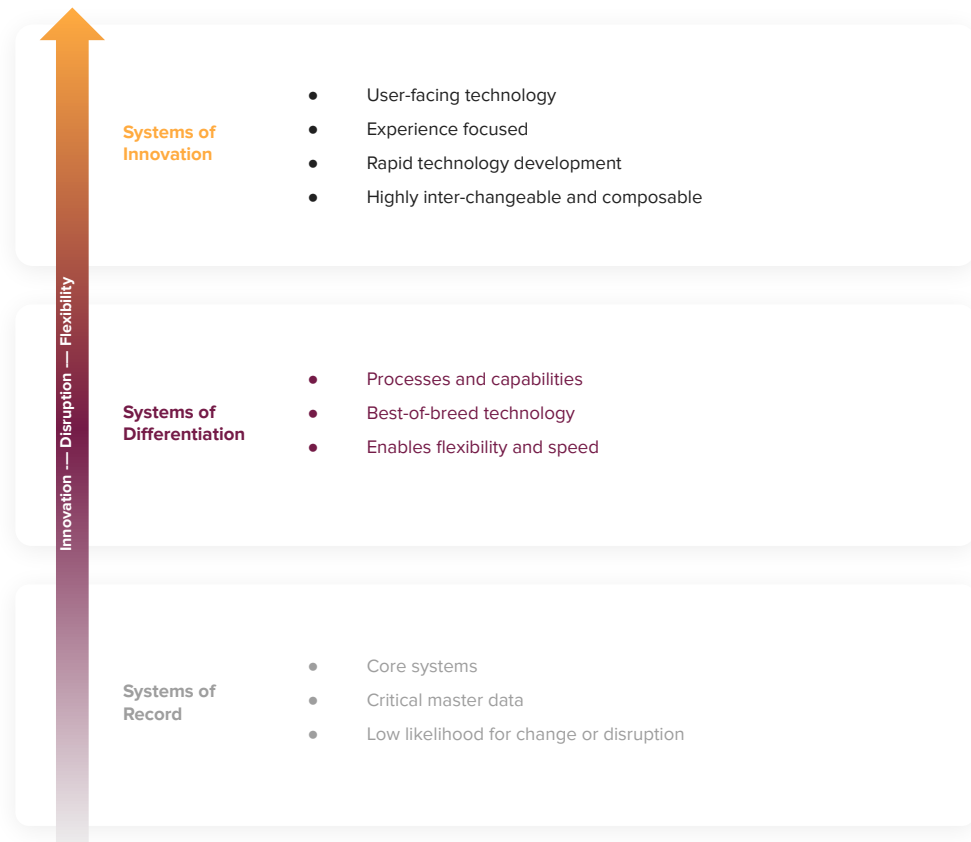
By 2023, organisations that have adopted a **composable** approach will outpace competition by 80% in the speed of new feature implementation.

Gartner

Pace layering is a methodology for categorizing, selecting, managing and governing applications to support business change, differentiation and innovation.

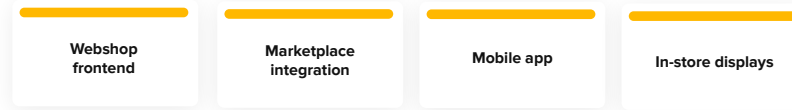
Gartner

PACE LAYERED ARCHITECTURE



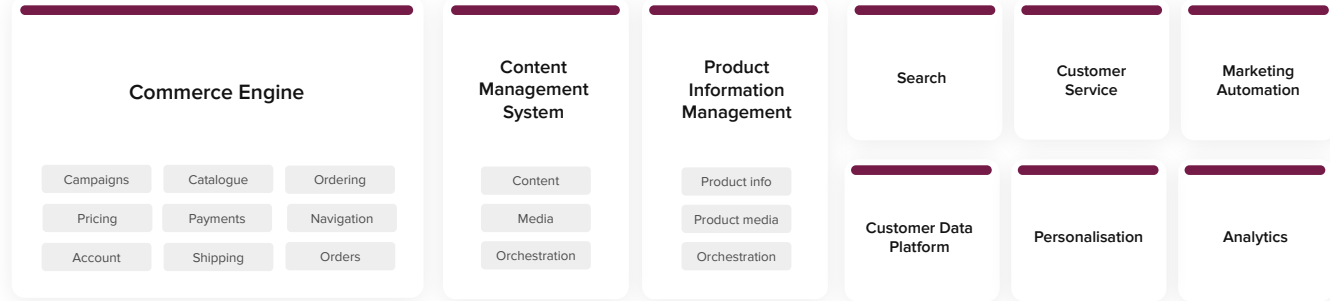
PACE LAYERED ARCHITECTURE

Systems of
Innovation



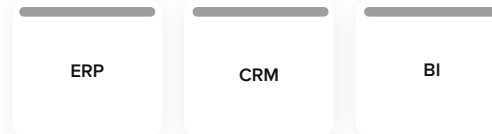
Integration layer

Systems of
Differentiation

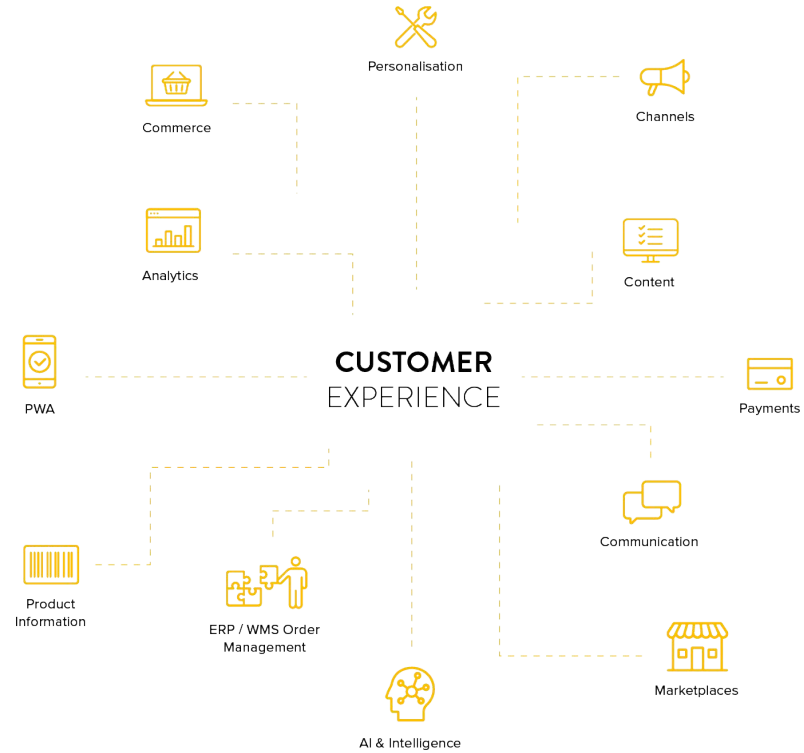


Integration layer

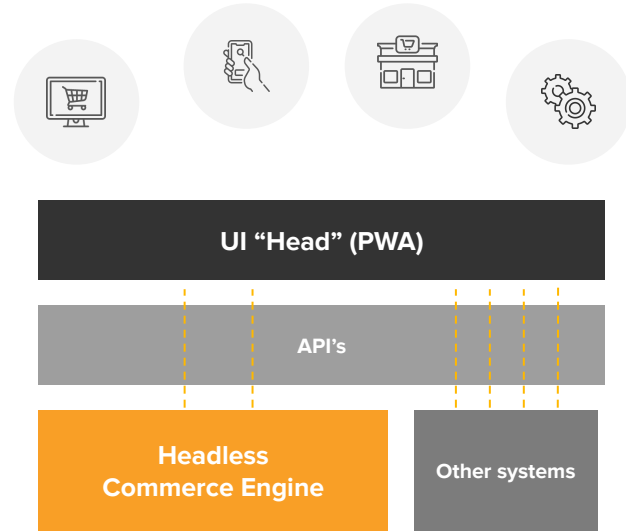
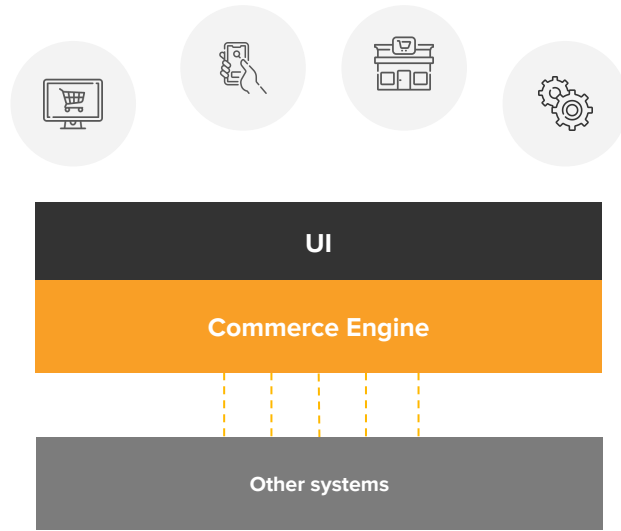
Systems of
Record



COMPOSABLE COMMERCE



TRADITIONAL VS HEADLESS



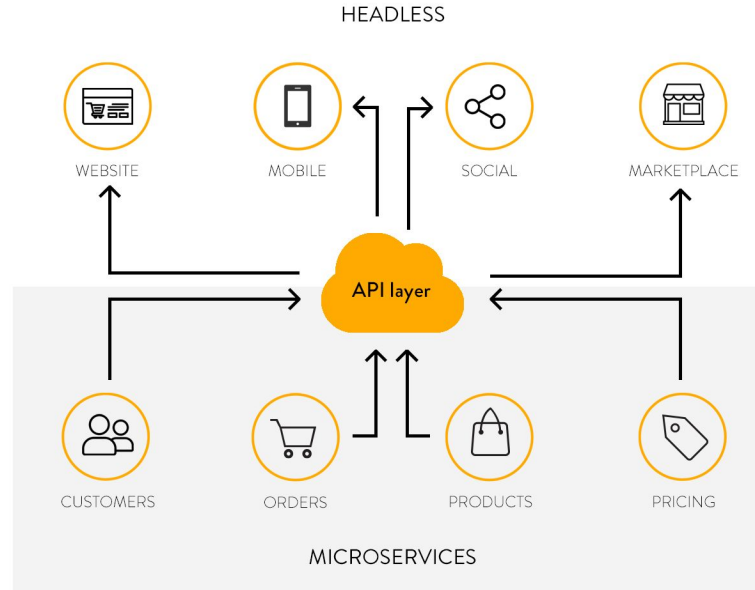
THE **MACH** ARCHITECTURE

Micro-services

API-first

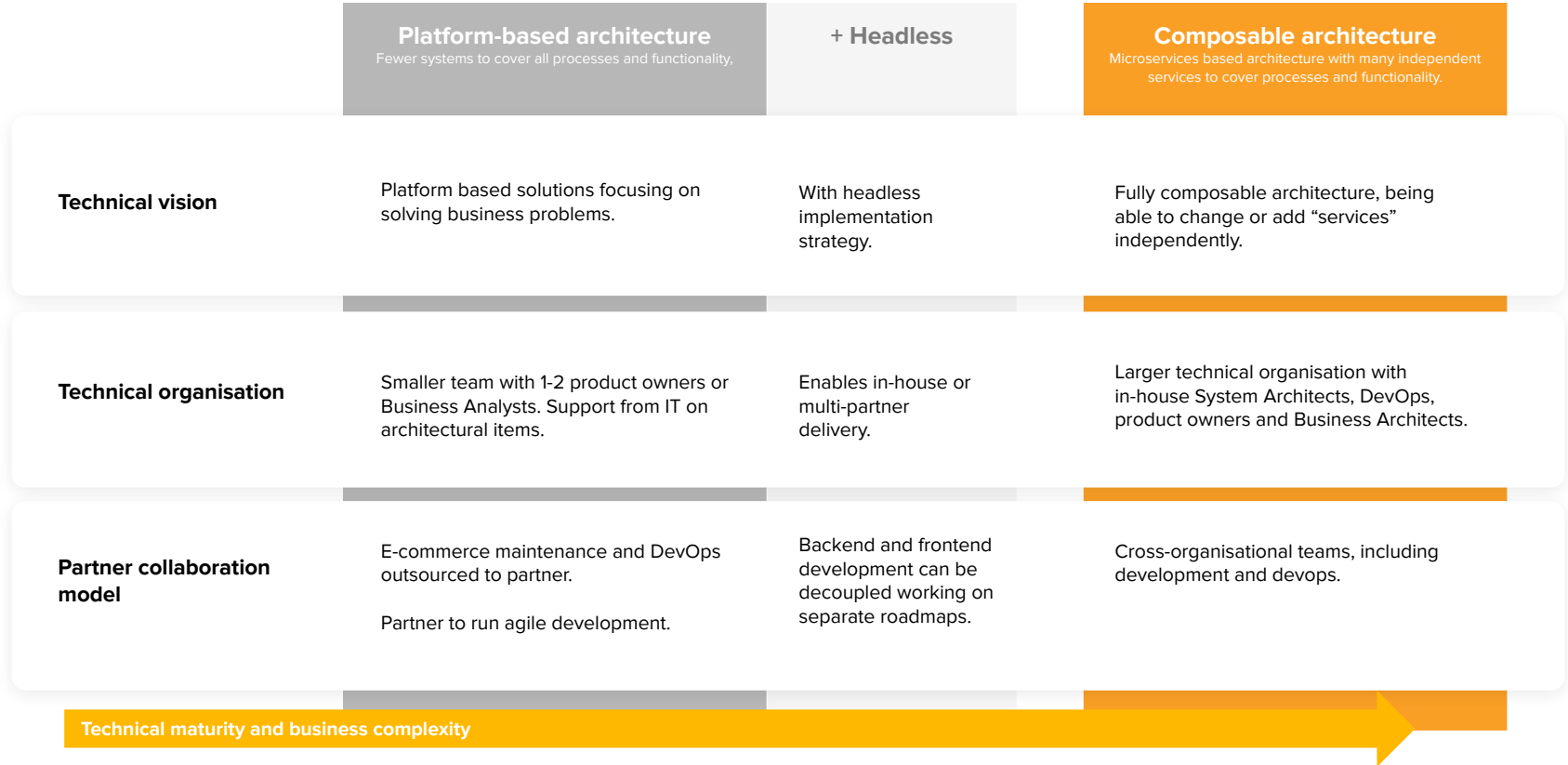
Cloud native

Headless



HOW TO CHOOSE THE RIGHT APPROACH?

TECHNICAL ORGANISATION & DELIVERY



3 THINGS TO TAKE WITH YOU

1. **MACH** architecture is in the heart of Composable Commerce
2. **Composable Commerce** enables the usage of best of breed building blocks for the business
3. **Composable Commerce** journey can be an incremental process - start with the low-hanging fruits!



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THANK YOU !



CHECK VAIMO - LOUNGE @PORTAL

The screenshot displays the 'Smart Commerce Nordic 2022' portal. The top navigation bar includes links for Home, Live Program, Agenda, Deep Dives, Speakers, Attendees, Partner Lounges, Material Bank, Virtual Lobby, and My Event. The main content area features a large banner for VAIMO with the text 'WE ARE THE WORLD'S LEADING FULL SERVICE DIGITAL COMMERCE'. Below the banner is a section titled 'Talk to VAIMO' with a message input field and a 'Send' button. To the right of the banner is a sidebar with a 'Talk to VAIMO' section, a 'Bookmark' button, and a list of links: Products, Articles, Blogs, Customer Cases, Webinars, Videos, Sessions, Documents & Links, and Team. The sidebar also includes an 'Information' section with a brief description of VAIMO and a 'Social media' section with icons for LinkedIn, Facebook, Instagram, and Twitter.