HEADLESS AND COMPOSABLE ARCHITECTURE TECHNOLOGY HYPE OR BUSINESS DIFFERENTIATOR?

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CORE OF COMMERCE

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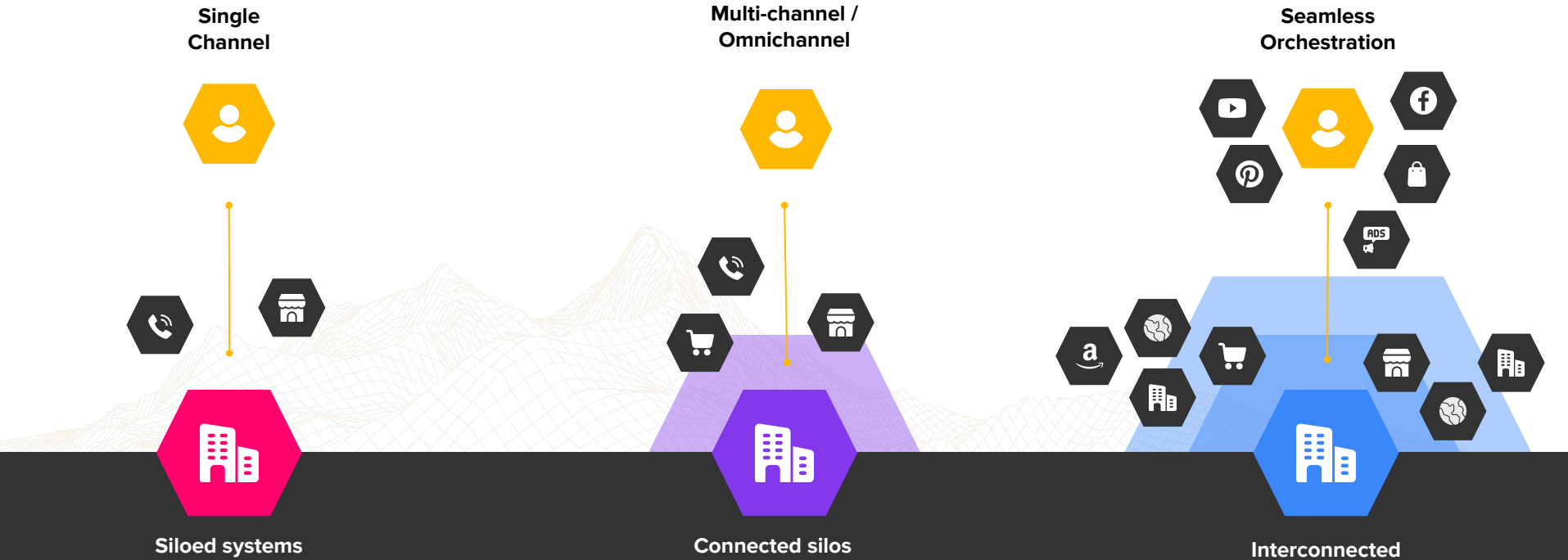Chief Strategy Officer

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THIS PRESENTATION

➔ Is Composable Commerce just a technology hype?

➔ For whom, and how it can deliver business value.

➔ 5 tips to get moving.

CUSTOMER EXPERIENCE EVOLUTION

Single Channel

Multi-channel / Omnichannel

Seamless Orchestration

Siloed systems

Connected silos

Interconnected

*In 2001 the average consumer typically **used two touch-points**... today consumers use an average of **almost six touch-points** with nearly 50% regularly using more than four.*
(Marketing Week)

COMPOSABLE COMMERCE CONCEPT

PRICING

PROMOTIONS CONTENT

PRODUCTS UP-SELLS

PAYMENT

CUSTOMERS

SEARCH

MERCHANDISING

De-composing data and functionality into agnostic services.

STORES PRICING

IMPORT / EXPORT PAYMENTS

PROMOTIONS CUSTOMERS

ASSETS ORDERS

CONTENT OWN SERVICE

REPORTS SEARCH OWN SERVICE

PRODUCTS

Platform-based Architecture

Microservice-based Architecture

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EVOLVE WITH BUSINESS NEEDS

Platform-based Architecture
Majority of the system already pre-build with a well-proven set of functionalities and services.

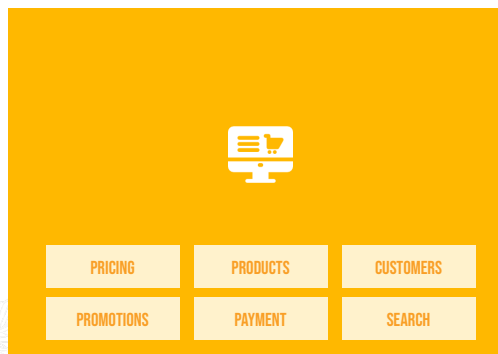Typical platform lifecycle 5-8 years.

Microservice-based Architecture
Singular building-blocks that can be added, replaced, enhanced and optimized based on business needs.
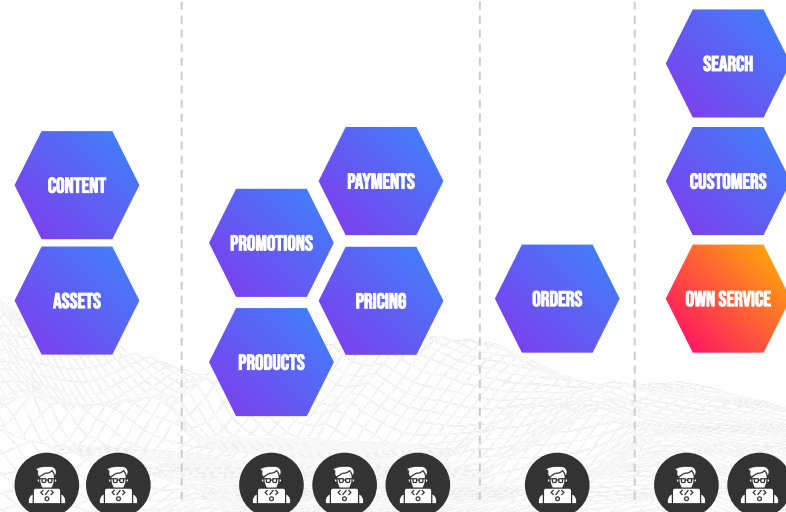
Architecture concept lifetime has no end.

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INCREASE DEVELOPMENT SPEED AND THROUGHPUT

Platform-based Architecture

| PRICING | PRODUCTS | CUSTOMERS |
| PROMOTIONS | PAYMENT | SEARCH |

All members work on one platform.

Microservice-based Architecture

SEARCH

CONTENT

ASSETS

PROMOTIONS

PAYMENTS

PRICING

PRODUCTS

ORDERS

CUSTOMERS

OWN SERVICE

Members can own/work on separate parts of the system.

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STRATEGIC FIT

Revenue and size

SIZE

- Global B2B businesses with focus on value-add services
- Retailers with ambitious omnichannel programs
- +100M pureplayers and brands
- Telco, finance..

- Companies on the first or second evolution of their e-commerce platform.
- Physical goods

STRATEGIC FIT
For composable architecture.

- Mom-and-Pop shops

COMPLEXITY

Complexity of commerce business model and operations

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FIVE TIPS

NO SILVER
BULLET

START WITH
WHY

ASSESS YOUR
DIGITAL CAPABILITIES

ENGAGE WITH
EXPERTS
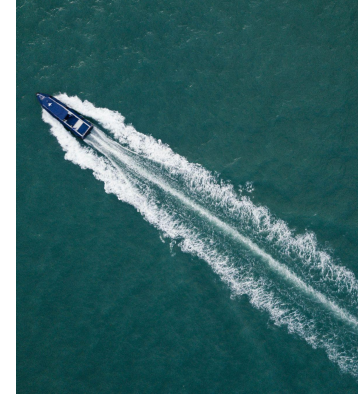
BE A SPEEDBOAT
BE FAST AND AGILE

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THANK YOU !

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