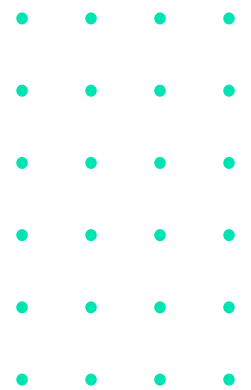




# COMPOSABLE COMMERCE: THE BASICS

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Find Out What It Actually Is  
and Why It Has Come About





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Let's delve into what this approach really is, how it works and why it matters in today's ecommerce market.

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There's a lot of information out there to get your head around. We've broken it all down into easy pieces.

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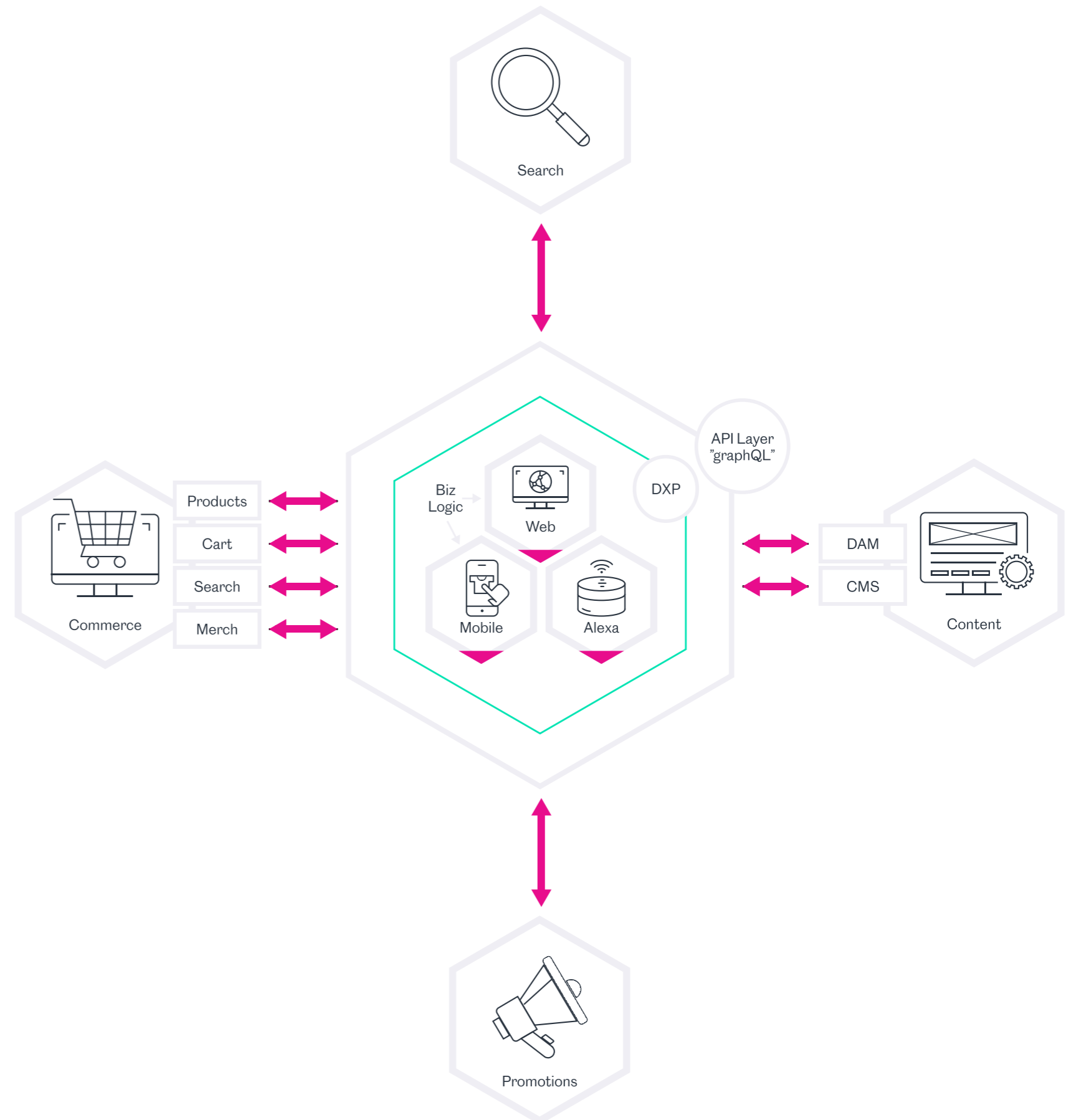
We've cut through the usual techno-jargon with some clear and simple reasons to consider this approach.

## **12 3 Questions to Ask Before You Decide on Composable Commerce**

Feel like you're ready to take the next step? Ask yourself these three important questions before you do.

# Introduction: Composable Commerce

The term composable commerce hasn't been around for too long, but it certainly seems to be here to stay. Let's delve into what it actually is and why it has come about.



## How Does it Work?

Composable commerce works through packaged business capabilities (PBCs). Like the story of Goldilocks, PBCs are neither complex microservices (too hot) or a rigid monolith (too cold), they are simple to deploy and extremely flexible (just right).

Each PBC is focused on solving specific business problems and they may be comprised of a handful of powerful features and functions in order to do this.

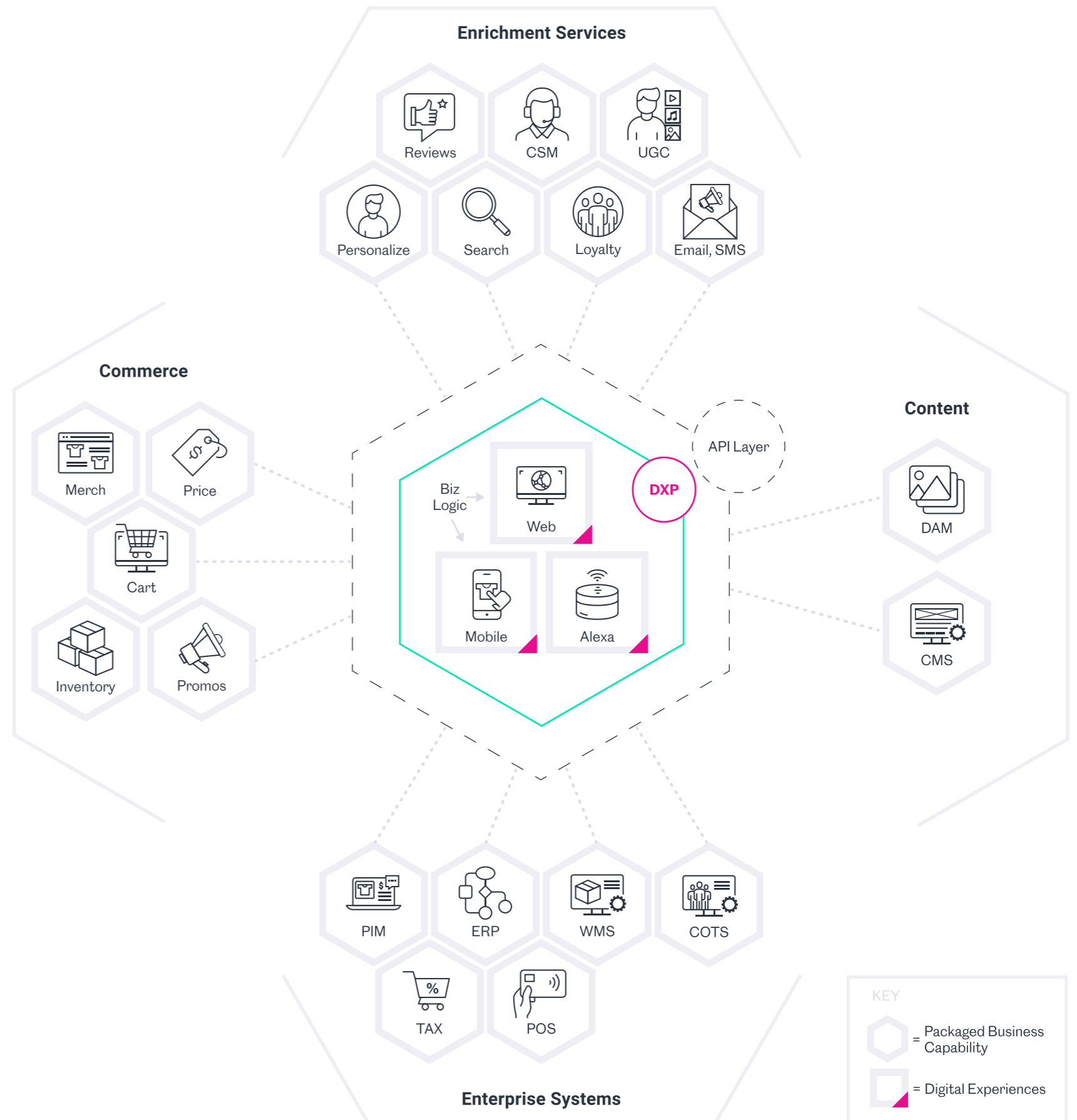
This approach differs from the legacy monolith technology where you get an inflexible platform out of the box, you may only use 20% of the capabilities and you don't have the option of adding any that aren't already in there. With a composable commerce approach you add whatever you want to your platform, any time.

## Why Now?

It all stems from the change in customer buying habits. They're online more, they're on their phones more and they're shopping on social media more.

The result is that they want relevant and consistent experiences wherever and however they interact with a brand. This is forcing businesses to adapt and really look to engage with customers through personalized, joined-up digital experiences across all channels.

The online and offline have to come together, and all the online touchpoints must be woven together to form a connected experience. Composable commerce allows you to make that happen.



# 4 Reasons Composable Commerce Is the Future

## 1 Legacy Technology Is Far Too Limiting

If it's not limiting you now, it certainly will in the near future. Traditional monolithic platforms are built as out of the box solutions whereby everyone basically gets the same product. Obviously that comes with some benefits, but if you need to scale and want a platform that grows with you, a monolithic platform likely isn't for you.

These platforms tend to constrict you when it comes to how much you can personalize your channels, making you use templates and stick to set guidelines that leave your site looking like everyone else. There's little freedom to apply your brand and style guidelines how you want and no chance to stand out from your competitors.

On a larger scale, these platforms aren't keeping up with the need for businesses to build and manage bespoke and personalized digital experiences across all devices and storefronts. To do anything major requires developer input, leaving a lot of businesses with long project backlogs they simply can't keep up with. Change is hard. Speed to market is slow.

## 2 Compromise Will Never = Competitive

When it comes to being a frontrunner in your industry, having to compromise on a host of features and not having the ability to implement what you want doesn't exactly leave you in the best position.

Many of those legacy platforms we mentioned don't integrate with the technology vendors you need. Or if they do, they're integrating with them on their own schedule, not when you need them. Instead of developers prioritizing the projects that you want to go live now (the ones that will add the most value), they're left doing workarounds or having to push things back. Your marketers and content managers are also having to compromise. Traditional platforms offer some easy tooling for them to make changes and do simple edits. But they don't allow marketers to take control of the entire experience end-to-end. It's frustrating.

## 3 Time Is in Short Supply

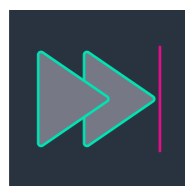
With so much content being produced nowadays, business teams are busier than ever. Simply adding to the headcount isn't always an option, or necessarily the right option. There is a better way. And it comes in the form of streamlining content production workflows.

Right now, it would be unsurprising to see your content producers' heads stuck in HTML or needing developer input to get content live. It is likely they're having to duplicate content and efforts to push content across mobile, desktop and any other channels you have. And there's a high possibility that it's taking weeks to get content live. There's a lot of manual effort, a lot of time wasted and a lot of stress and headaches in the mix.

## 4 Gartner Says So

A leading research and advisory company, Gartner is on the money when it comes to technology trends and what businesses need to be looking at in order to thrive in future. So its report "Composable Commerce Must Be Adopted for the Future of Applications" is clearly a big tick towards a composable approach. In fact, Gartner reckons that "By 2023, organizations that have adopted a composable approach will outpace competition by 80% in the speed of new feature implementation." Pretty compelling stuff.

# 5 Ways Composable Commerce Will Benefit Your Business



## Move Fast. Scale Fast, Learn Even Faster

With all the tools and solutions separated out into Packaged Business Capabilities, you can easily scale or extend each capability as you need without it affecting everything else. Frontends and backends don't need to be tied together, meaning response times remain high during high traffic periods and you can test and iterate more often with much less risk involved. With frontend changes not affecting backend code, for example, you can run more experiments and learn quicker. It's a continuous process of iterative change that allows greater growth and faster speed to market.



## A Platform That Evolves With You

Composable commerce will unlock a lot of benefits for you near enough immediately. But what about the future? Who knows what will happen in two, five or ten years' time. To a degree it doesn't matter. That's the point of composable. However the market shifts, however you want to set up your experiences and develop your content and channels, you can. With no big platform lock in, you can stitch together vendors you know and trust, take advantage of new experiential technology, maybe discard the ones that aren't suited for your needs anymore. It's all at your fingertips because you've already configured your tech stack to easily scale and grow the platform with your needs.



## Better, Easier Personalization Wherever Your Customers Are

To be successful, modern digital experiences must go to the customer where they are. They must also be bespoke, utilizing personalization across the journey in order to give the customer the content they want, when it's most relevant. And we're not talking about maybe adding a customer's first name here or there or offering a few product recommendations. We're talking truly engaging and meaningful content that is relevant to the customer. Composable commerce allows you to easily incorporate a whole range of personalized and contextualized content, products, search results, anything really. Wherever you want it. It helps build trust and a real relationship with the customer.



## Way More Freedom to Innovate

The PCBs we mentioned earlier allow you to create unique, bespoke experiences. You can look unify the experience across any channel, regardless of whether they're offline or online, making it easy for customers to navigate between them. And behind the scenes you can do all of this a lot quicker than before through constant iteration. You can focus in on any particular capability that you know will drive value for the business, from further integration of data and analytics to streamlining payment and shipping options. The best part about all of this is that all internal teams are on the same page. Because outcomes and initiatives are aligned around the PCBs, both the technical and business teams are focused on the same goals.



## React to Market and Launch a Lot Quicker

Speed to market needs to be fast. It's that simple. With customer and market conditions constantly changing, you can't afford to be lagging behind. That's where composable commerce shines. Being able to test and deploy each capability and feature separately means you can get things live much quicker than before. Composable commerce allows you to iterate more. There's no more waiting around with long release times. It's a much more rapid test and launch process that means you can learn quickly but also see value quickly. And because you can break down your technology into capabilities, opting for a composable approach means you can iterate toward your final goals when migrating away from legacy platforms. You don't have to rip out the old and put in the new, you can take it piece by piece if you want, which again allows you to go to market and see the value much faster than before.





# 3 Questions to Ask Before you Decide on Composable Commerce

## ? Is Your Business Ready?

We're not going to lie – adopting a composable approach isn't as the simplest of tasks.

You need a level of digital and technical maturity within the business, with developers and people around you that know what they're doing. Outsourcing is an option, of course, but regardless you need to know what you're undertaking and how to manage it.

That said, because you don't have to move to a completely composable approach from the get-go, you can choose the right level of composability that suits your business needs, making it more manageable for those involved.

## ? Is Everyone Up For the Change?

Change is inevitable and adopting a composable commerce approach helps you keep pace with that change, enabling your business to become more proactive than reactive.

Of course there will be technological change but there also needs to be organizational change. Teams need to adapt to different ways of thinking around how they're developing and delivering products and features to customers, and in turn internal resourcing and/or the team structure may need to evolve to cater for this. Teams will also need to work together more and more. The divide between technical and business teams needs to be a thing of the past so everyone is on the same page and working towards the same goals.

## ? What's Your Plan?

Migrating to composable commerce means you'll need to research, plan and implement, perhaps over multiple iterations. The skills and resource needed, internal team training, how you will approach the migration (will it be a staged approach or a complete change?), whether you'll change out your frontend or backend first and which components you'll buy or build and in what order.

When thinking about the migration, a very good place to start is thinking about what you'll really use it for and what's going to bring the most value to your business. Then work backwards from there to plan your approach and the technology vendors you need to make it happen.

# Ready to Go Composable?

Feel like composable commerce could be a good option for your business? And/or want to know more? Get in touch with our expert team by emailing [contact@amplience.com](mailto:contact@amplience.com) or visiting [amplience.com](https://amplience.com)



Amplience powers digital-first brands and retailers with the freedom to do more. Our low-code CMS, DAM and Digital Experience Management platform allows more than 350 of the world's leading brand teams to manage content, not code. The result is a rapid ROI for our clients who are delivering data and insight-driven customer experiences that drive deeper, more valuable customer relationships. Amplience supports the industry's transition to Microservice, API-first, Cloud and Headless (MACH) technologies, is MACH certified and an executive member of the MACH Alliance.

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