Composable Commerce:
THE FUTURE OF ECOMMERCE

By adopting composable commerce, organizations can deliver the latest features online shoppers crave — and even implement them at an 80% speedier pace than their competitors.

What Is Composable Commerce?

Composable commerce is a component-based solution design approach that gives companies the flexibility and freedom to build and run outstanding shopping experiences.

Three Key Traits

1

CLOUD-NATIVE
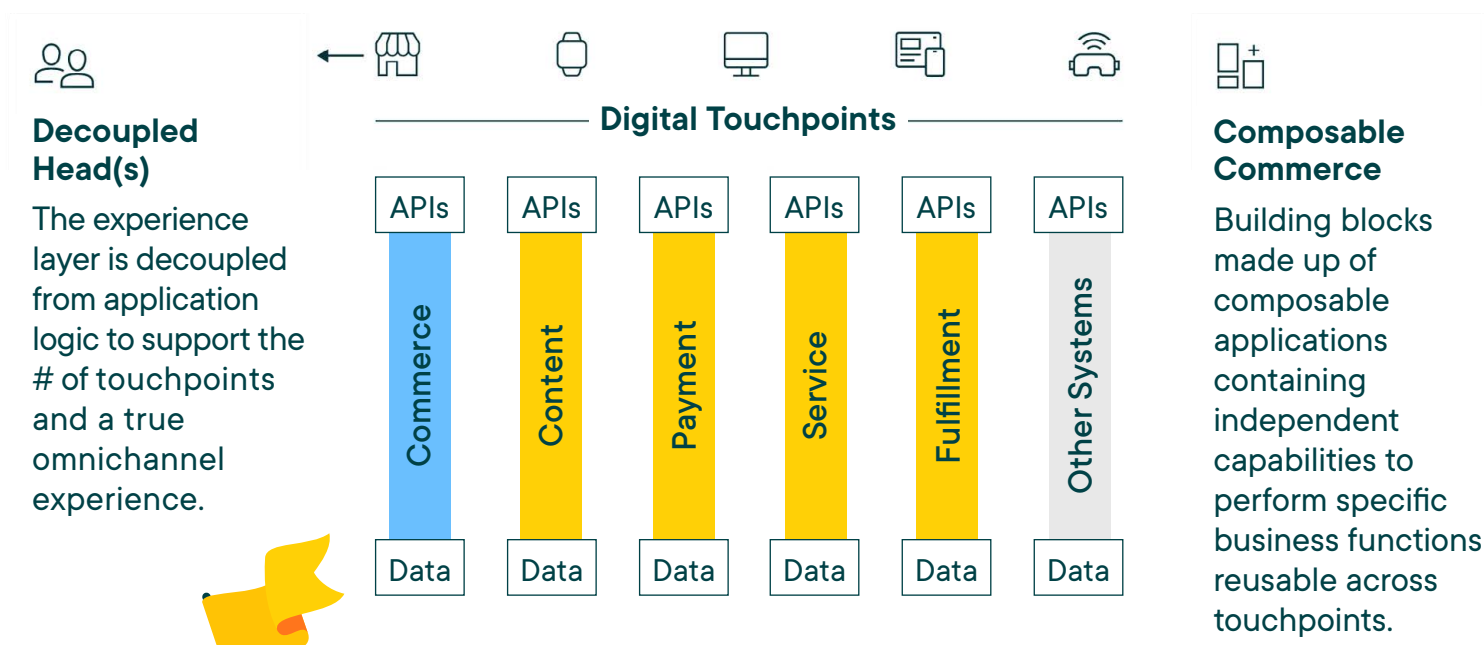Managed in the cloud

2

COMPONENT-BASED
Modules maintained independently

3

TECH-AGNOSTIC
Developed using various technologies

Composable Commerce at a Glance

Decoupled Head(s)
The experience layer is decoupled from application logic to support the # of touchpoints and a true omnichannel experience.

Digital Touchpoints

APIs	APIs	APIs	APIs	APIs	APIs
Commerce	Content	Payment	Service	Fulfillment	Other Systems
Data	Data	Data	Data	Data	Data

Composable Commerce
Building blocks made up of composable applications containing independent capabilities to perform specific business functions reusable across touchpoints.

Benefits for Business

- Optimizes commerce investments at low costs
- Offers infinite scale
- Grants unlimited flexibility
- Enhances agility and adaptability
- Builds long-lasting customer relationships and genuine loyalty
- Drives competitive differentiation and profitability

Implementing Composable Commerce

Create clearly defined business goals and prioritize platform component upgrades by need since composable commerce is modular.

Shop around for the right platform that's easy to launch, with a composable-friendly design and an API-first approach for integrations.

Enlist proficient developers and UX team members for a collaborative approach and uniform design.

Consider a phased integration plan by replacing components incrementally and progressively building a composable commerce architecture.

commercetools
Next generation commerce