

The Future of Commerce *is* Composable

A Guide for Business Executives
& Managers to the Emerging New
Paradigm in Commerce Software

WHITEPAPER

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Executive Summary

In today's fast-paced and competitive markets, business executives and strategic decision makers are repeatedly faced with the demanding task of selecting the most suitable software solutions for their organizations. The challenge stems from the dual pressures of addressing the escalating demand for effective data management and navigating the multitude of software options available.

The complexity of this decision-making process is exacerbated by the constant expansion of sales and marketing channels, the intricate evolution of the customer journey and changing customer behavior. In addition to these challenges, other factors contribute to the complexity of data management, both internally (e.g. streamlining processes across different departments) and externally (e.g. managing certifications, sustainability-related documentation and compliance with regulatory changes such as the Digital Product Passport).

While the software market offers answers to these challenges, the landscape is vast and executives often grapple with comprehending the business value of different solutions and approaches to software architecture. Common questions that frequently arise include, "Do we genuinely require another software for data management?" or "Can we leverage our existing data management solution to fulfill the task?" Another consideration is whether an all-in-one solution from a reputable vendor would suffice.

Despite the technical expertise and guidance provided by IT managers and specialists, making high-level decisions demands a comprehensive assessment of factors. This includes considering overall budget constraints, evaluating return on investment, and understanding the potential impact on operations across the entire enterprise.

This guide is specifically tailored for executives, managers, strategists, and analysts involved in software procurement decision-making within medium-sized and large corporations operating in the digital commerce sector.

It aims to provide an overview and current insights into the pivotal developments in IT technology for digital commerce, namely Composable Commerce, with a particular focus on demonstrating its business value.

Offering a snapshot overview of the current technology landscape for commerce, the guide simplifies the multitude of IT solutions by categorizing them into two fundamental and contrasting approaches: Approach 1 - traditional, monolithic, closed systems, and Approach 2 - modern, composable, open systems.

Throughout the guide, we delve into the reasons some companies persist with the traditional approach, despite notable drawbacks. Simultaneously, we introduce the modern, Composable approach that has evolved and matured over the years to meet the dynamic needs of businesses. Our ultimate goal is to provide you with a clear understanding of these approaches, their associated business value, and empower you to make informed decisions regarding your software choices.

Acquiring this knowledge is crucial, as complacency is a luxury enterprises cannot afford in today's competitive business environment. Commerce technology is more than an operational tool; it's a strategic asset for sustained success and growth. This realization underscores the importance of seriously considering Composable Commerce as the rising paradigm for doing commerce, introducing a transformative shift in how businesses approach IT technology.

Unlike traditional monolithic systems, Composable Commerce embraces a modular and flexible architecture, empowering businesses to construct tailored solutions precisely aligned with their unique needs.

This approach not only allows companies to seamlessly adapt to the ever-evolving digital commerce landscape but also enables swift responses to changing customer expectations and market trends.

Emphasizing open systems and interoperability, Composable Commerce facilitates innovation, empowering businesses to leverage cutting-edge technologies, including Artificial Intelligence, to enhance their operations.

As companies prioritize adaptability, efficiency, and innovation, Composable Commerce emerges as the strategic choice that not only meets current demands but also paves the way for the future success of your business.

IN SIMPLE TERMS

Composable commerce is a flexible and business-focused strategy that empowers companies to customize their technology setups by choosing the most suitable software solutions for their specific business requirements. Each software solution serves as a module or building block within the setup, offering a specific capability known as a Packaged Business Capability (PBC).

Composable Commerce architecture is:

OPEN

MODULAR

FLEXIBLE

**BUSINESS-
CENTRIC**

Throughout this guide, we'll explore the many advantages of the Composable approach. We'll not only highlight its benefits but also provide practical steps for implementing Composable Commerce within your organization. However, before diving into Composable Commerce, let's take a closer look at the monolithic approach.

CHAPTER 1

Monolith – the Traditional Approach and Its Limitations

A monolithic architecture embodies a software design approach wherein each component of an application is closely linked, creating an interdependent and cohesive platform under the strict control of the software vendor.

While this closed approach provides simplicity in implementation and easy integration with other solutions provided by the vendor, it is important to remember that any alterations, such as updates or adding new features to one part of the system can have a cascading effect throughout the entire codebase. This tight interconnectedness comes with costly upgrades and poses big challenges for customization and very limited options of integrations with third-party applications.

Example - MONO vs. COMPOSE

Consider a hypothetical monolithic commerce software called MONO, which offers typical features such as content and product catalog management, user authentication, shopping cart, payment and order management. If the vendor needs to make a fix or update just to the user authentication feature, they need to update the entire solution, impacting all other features, and then deploy it to each users.

Now, envision a hypothetical Composable software named COMPOSE, which also provides features similar to MONO. When there is a need to update the authentication service, the modular architecture of COMPOSE, treating each feature as a microservice, allows the vendor to update the small, independent user authentication component without affecting the entire application. Using the multi-tenant SaaS model, COMPOSE can deploy the latest software version frequently to all users simultaneously, without compromising their data security due to secure separation. This substantially reduces costs without the compromise on quality of product and service.

Contrasting these approaches, the monolithic approach proves inefficient for both improvements and deployment. In the case of MONO customers using on-premise or single-tenant cloud installations, the vendor has to install updates for each customer separately. This results in higher costs and infrequent updates. Thus, the substantial price tag paid by customers of MONO does not necessarily assure better quality; instead, they find themselves covering the expenses associated with a less effective development approach.

As a result, the MONO vendor often chooses to bundle fixes and updates, leading to extended waits for improvements. While critical fixes and security patches may be included in agreements, acquiring the latest version with an improved UI and new capabilities often entails a significant additional cost.

The monolith approach is often seen in bundled software solutions known as "best of suite," offered by some major software vendors. These packages are designed for simplified implementation and typically include various applications like Customer Relationship Management (CRM), Content Management System (CMS), Digital Asset Management (DAM), Product Information Management (PIM), and more. These vendors specialize in providing all-in-one solutions to streamline organizational processes.

Advantages of Monolith Enterprise Commerce Software:

Lets start with the advantages, as there are some advantages, which still make many medium and large enterprises choose the traditional path.

- ✓ **Unified Ecosystem** – monolith solutions offer a unified platform with integrated modules, providing a cohesive environment for various business functions.
- ✓ **Simplicity** – implementation and maintenance are generally simplified as everything is contained within a single system.
- ✓ **Consistent User Experience** – users benefit from a consistent interface and user experience across different functionalities.
- ✓ **Faster Deployment** – monolith solutions often have quicker deployment times since all components are bundled together.
- ✓ **Vendor Accountability** – a single vendor is responsible for the entire suite, simplifying accountability and support.

While these advantages hold considerable importance, it's crucial to recognize that the monolith approach isn't the only solution addressing these concerns – the Composable Commerce approach is fully capable of providing answers to most, if not all, of these questions adeptly.

Disadvantages of Monolith Software

The convenience of adopting an all-in-one suite, with its swift decision-making process, entails a substantial cost – and not solely in financial terms. Often overlooked, it practically grants significant control to the vendor to shape and limit your enterprise's operations.

Firstly, your company risks becoming trapped in a closed ecosystem of the vendor's software. While initially sufficient, you may swiftly outgrow the solution. Additionally, your IT team might uncover solutions that could halve the time spent on routine processes or even fully automate them, potentially saving thousands of hours of work.

The downside is that being vendor-locked prevents you from utilizing these solutions. While vendors may claim data exchange capabilities, they are often limited and time-consuming to implement. For example, constantly exporting and importing data in CSV or XLS files becomes time-consuming and error-prone, leading to outdated or erroneous information circulation across departments in your organization. True data freedom is achieved through open systems that enable seamless integration via APIs.

Secondly, you find yourself compelled to align your processes and operations with your vendor's solutions, compromising your strategic growth, innovation, and process optimization opportunities.

Adapting products or services to individual needs and addressing diverse customer requirements are pivotal for gaining a competitive edge in the business-to-consumer market. Amidst the pursuit of meeting customer goals, many enterprises seem to have overlooked the importance of allowing themselves to be highly demanding customers in the realm of enterprise commerce software.

Executives and managers may find themselves forced to compromise and constrain their business strategies due to limitations imposed by their software providers. This realization has led many companies to embrace the transition to the open, Composable approach.





Example - the challenge of multi and omnichannel marketing

Monolithic and best-of-suite commerce software systems are often unable to effectively handle multi- and omnichannel marketing due to their inherent limitations. These systems have traditionally been designed for a more linear and siloed operation, focused on a specific number of channels or functionalities. Omnichannel marketing, on the other hand, involves seamlessly integrating and coordinating a growing number of diverse channels to create a consistent customer experience.


Gone are the days when companies had to cater to the needs of just a few channels. These days, your company might need to cover dozens of channels, including marketplaces, social media platforms, catalogs, online stores, apps, industry databases, distributor platforms, and more. With such a dynamic landscape, the need for flexibility and adaptability becomes paramount.

Strategic Insight:



-  Are you keeping track of the increasing number of sales, marketing, and product content distribution channels and platforms?
-  Can the systems you are assessing smoothly integrate with and efficiently manage, let's say, 50 or 100 channels?
-  How adaptable are they to new channels and systems?
-  What's the expected timeline for integrating and capitalizing on opportunities to engage with customers through emerging touchpoints?

To summarize, the primary problems of traditional, monolithic, and all-in-one software packages include:

-  **Scalability challenges** – monoliths can face challenges in scaling, making it harder to adapt to business growth or changes in demand.

- ✓ **Limited customization and third-party software integration** – The ability to customize specific modules or take advantage of the best possible software solutions may be severely limited or even impossible, restricting flexibility for businesses with advanced or unique requirements. This limitation may lead to challenges in automating routine tasks and significantly slow down time-to-market, affecting sales and return on investment.
- ✓ **Upgrading challenges** – Upgrading one module may necessitate upgrading the entire system, causing potential disruptions and requiring comprehensive testing. Monoliths might struggle to keep up with the pace of technological innovation, as upgrading the entire suite can be a time-consuming process.
- ✓ **Costly and resource-intensive** – Initial costs can be high, as well as ongoing maintenance and upgrades, which may demand additional costs and resources due to the complexity of the integrated system.

When assessing the suitability of a monolith enterprise commerce software solution, businesses must meticulously weigh these advantages and disadvantages against their specific needs, scalability requirements, and long-term strategic goals. Short-term goals, simplified implementation, and a vendor's good reputation should not overshadow the crucial necessity for companies to swiftly adapt to market needs, scale effectively, and harness any necessary technology to outperform their strongest competitors. In the long run, the seemingly safe, risk-free choice might turn out to put your business in a difficult position with outdated or unfit technology that is difficult to escape.

If you are an executive or manager who feels like you are being forced through compromises that limit your business strategy and lower growth expectations due to the constraints of your software provider, you are not alone. Numerous companies have experienced the crippling effects of such restrictive IT solutions. This realization has given rise to a different approach that frees enterprises from all-in-one single vendor software limitations, opening up limitless possibilities for their business.

CHAPTER 2

Composable. The Emerging Paradigm for Commerce Software

Results from Elastic Path's March 2023 report, "The State of Merchandising," indicate that "72% of U.S. retailers are already using composable commerce in at least some manner, and another 21% are planning to adopt it within the next year."

Composable Commerce is not just a buzzword or a niche approach to commerce software but a major shift that has already got extensive adoption. What's driving this adoption? Here are some key reasons:

- ✓ **Solves business problems** – Composable Commerce offers flexible solutions tailored to address specific business needs.
- ✓ **Improves customer experience** – it enables businesses to deliver superior customer experiences across various channels.
- ✓ **Streamlines work** – Composable enables the establishment of more efficient workflows across departments.
- ✓ **Automates tasks** – it helps eliminate repetitive tasks, saving time and resources.
- ✓ **Promotes agility and innovation** – With its modular setup, Composable allows for quick changes and exploration of new business opportunities.
- ✓ **Expands sales channels** – it makes it easier for businesses to sell across new channels and geographic locations.
- ✓ **Delivers Return on Investment** – by optimizing operations, reducing Total Cost of Ownership, and accelerating time to market, Composable Commerce offers a substantial return on investment.

Who can benefit the most from Composable Commerce?

- ✓ **Growth-oriented companies** - if your business prioritizes dynamic growth and seeks to capitalize on new opportunities swiftly and efficiently, Composable Commerce is an ideal solution. Whether you aim

to expedite time-to-market, scale operations rapidly, or make agile adjustments to your technology infrastructure, the flexible nature of Composable Commerce proves invaluable. As a ROI-oriented business, you expect your IT solutions to be able to help drive sales and generate revenue effectively.

- ✓ **Innovators** - whether you're a market leader or challenging the biggest players in your industry, you understand that leveraging modern digital technology is essential to maintaining a competitive edge. By adopting cutting-edge technologies like AI ahead of your competitors, you can enhance your business's resilience, better serve your customers, and deliver superior value.
- ✓ **Medium or large enterprises** - if your organization deals with extensive data management needs, complex operational processes, and maintains a considerable market presence, Composable Commerce offers tailored solutions to address these challenges. By moving away from monolithic solutions, you can compose your own technology stack to streamline processes, accelerate time-to-market, automate tasks, and reduce total cost of ownership effectively.
- ✓ **International or global organizations** - managing a presence across multiple locations worldwide presents unique challenges in streamlining workflow and ensuring accurate, up-to-date data across various regions. Composable Commerce enables you to select the best solutions tailored to each location, to reach your goals efficiently and seamlessly, despite localization challenges such as language translation, compliance documentation, and managing product variations for diverse markets.
- ✓ **Customer experience-oriented businesses** – you recognize the importance of maintaining a coherent brand presence across multiple channels and delivering engaging product content and exceptional service to your customers, regardless of when and where they interact with your brand. This requires managing your presence and product content across numerous sales, marketing, and communication channels. You seek an IT solution that enables you to create a cohesive system for efficiently distributing and syncing your data, as well as delivering compelling product content, offers, and communications.

Understanding the principles of Composable Commerce

Now that we have a foundational grasp of Composable Commerce – a modular and business-centric approach empowering enterprises to customize their

technology stacks to address their business needs—let's explore modules, the essential building blocks of Composable Commerce, and how they facilitate the alignment of software with your specific business requirements.

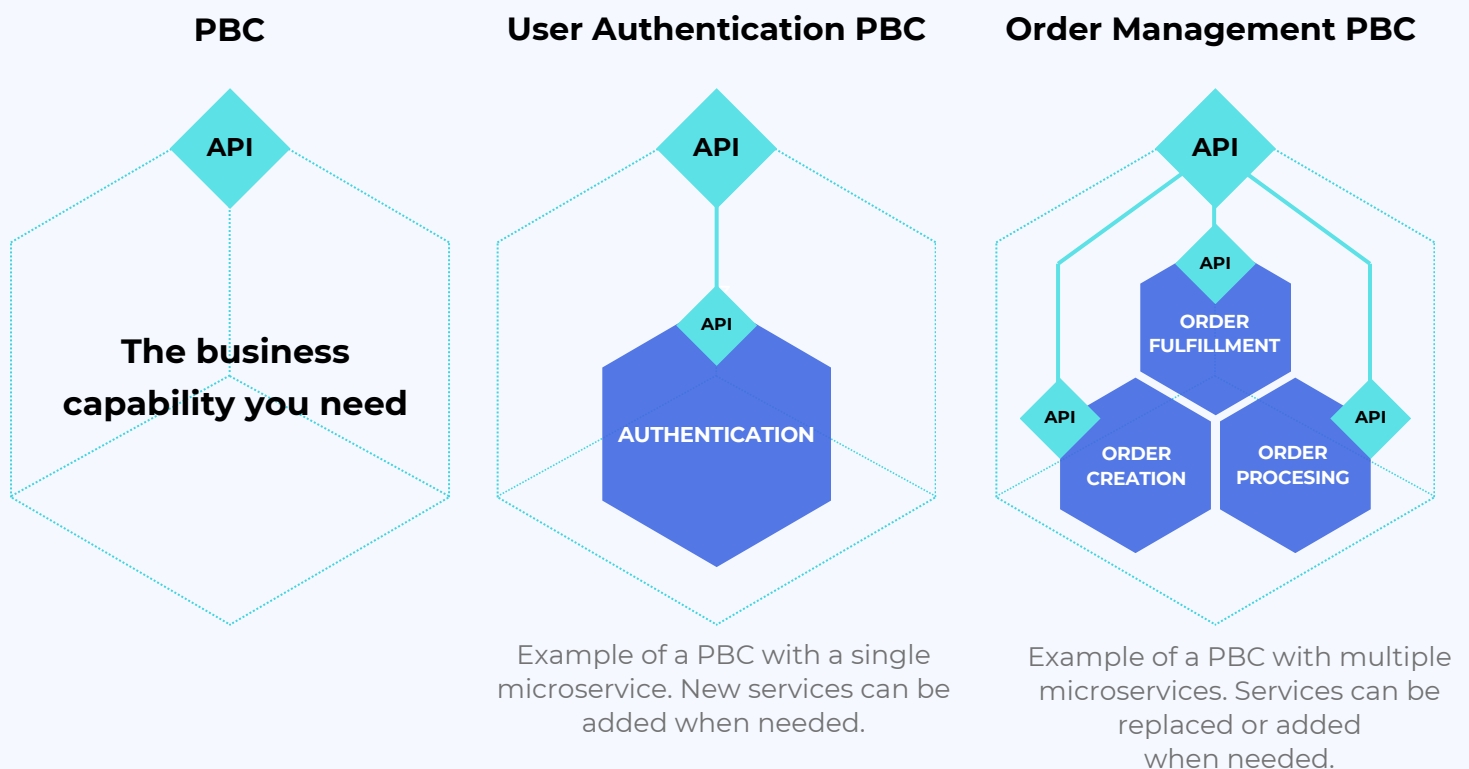
Packaged Business Capabilities (PBC)

Each Composable Commerce solution can be designed using modules known as Packaged Business Capabilities. In practice, PBCs are collections of software that provide features and functionalities that are essential to your business operations.

On the business management side, a PBC encompasses the specific requirements and capabilities that your business needs, such as centralize product information, distribute data across sales channels, manage website content, manage orders and payments. **On the technology side**, it incorporates various solutions (services) that seamlessly integrate and deliver these capabilities.

IN SIMPLE TERMS

PBC is a concept that helps you align the needs of your business with selected software solutions for efficient and integrated operations. Each capability can be delivered by one or multiple services.



EXAMPLE

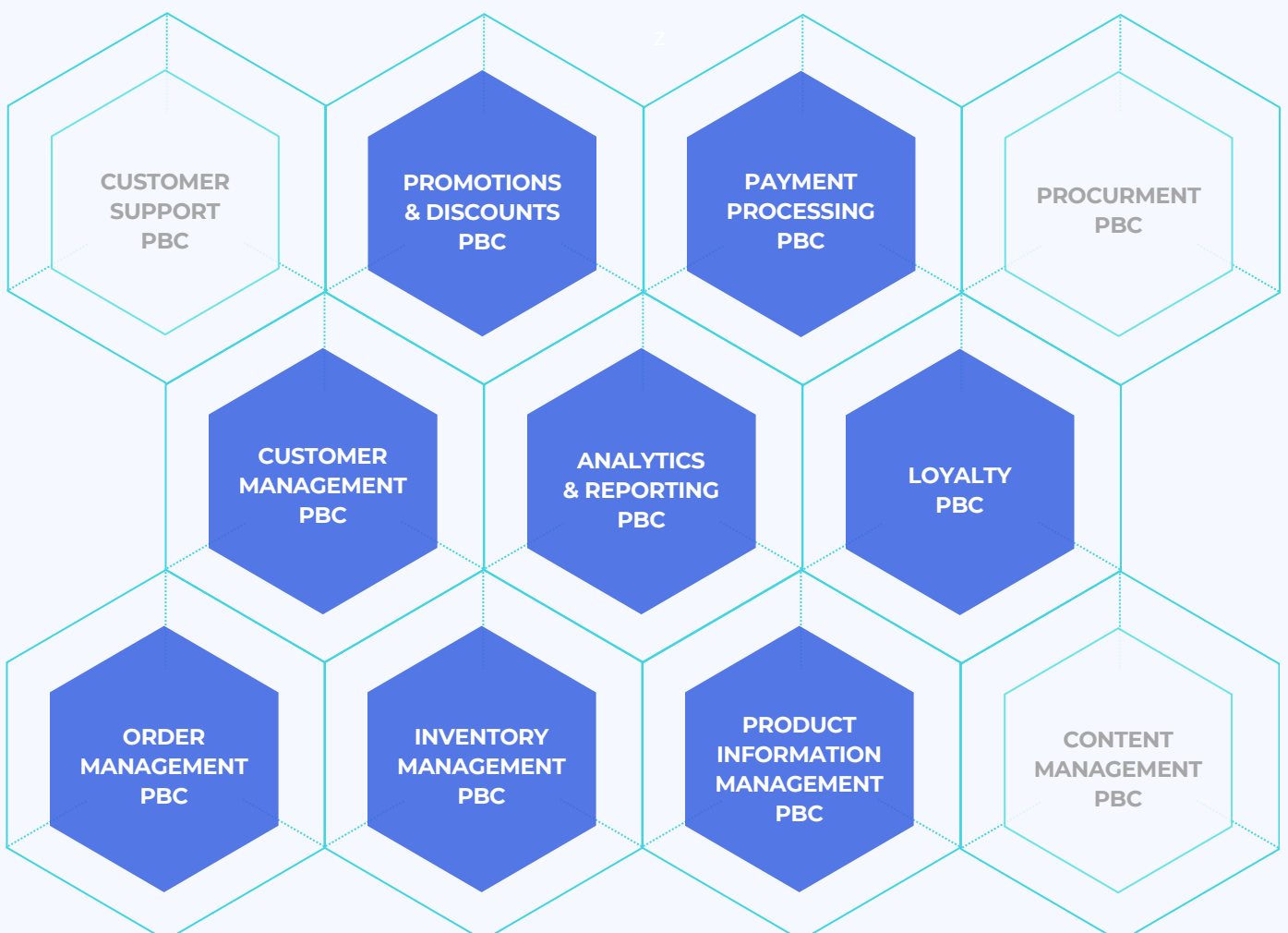
ShopperSpot, a hypothetical online retailer, has made the strategic decision to shift away from their restrictive best-of-suite solution and embrace the flexibility of the Composable Commerce approach, leveraging PBCs.

The E-Commerce Managers at ShopperSpot have identified the essential features and functionalities they require, including PBCs for Product Information Management, Order Management, and Customer Management, among others.

They also understand that as they identify new needs, they have the flexibility to create more PBCs and seamlessly integrate them into the system.

Whether adding new PBCs or modifying existing ones, ShopperSpot always has the option to change their technology, for example by including PBCs for Customer Support, Procurement, and Content Management.

SHOPPERSPOT COMPOSABLE COMMERCE



Pre-packaged vs Custom Composable solutions

When it comes to designing Composable Commerce solutions, there are two primary approaches:

- ✓ **Pre-packaged** (referred to as "**accelerator**"): This type of Composable Commerce solution offers a set of PBCs designed to cover a range of common use cases. It is often provided by consultancies and Independent Software Vendors (ISVs) specializing in the Composable approach. While adjustments, replacements, or ongoing additions of components are possible, businesses with highly unique needs may find a custom option more suitable.
- ✓ **Custom-designed**: In this scenario, the solution is fully tailored to your enterprise requirements. This can be done internally if your organization has the necessary expertise. Alternatively, you can acquire external expertise by hiring companies that specialize in Composable solutions. Whether you choose an internal or external approach will depend on the availability of qualified specialists and the complexity of your customization needs.

Accelerators vs Best-of-suite solutions

The strength of Composable accelerators lies in their flexibility and speed of implementation, making them formidable competitors to traditional best-of-suite solutions from a single large vendor.

Accelerators empower organizations to replace any component without the worry of lock-in, providing freedom to optimize processes, enhance efficiency and adapt to evolving business landscape while maintaining full control over the technology stack. It also radically simplifies and streamlines the challenge of managing complex and lengthy processes to evaluate, select and purchase multiple software solutions.

Companies that specialize in providing accelerators can not only equip your business with these powerful tools, but also offer immediate guidance, best practices and training materials. This will ensure that your enterprise is not only equipped with cutting-edge technology, but is able to adopt it quickly and use it effectively.

“Leveraging an accelerator with pre-built connectors allows you to kick-start your journey to composable commerce. Instead of starting from scratch selecting and integrating the different building blocks of your customized composable platform you’ll get a head start both in terms of resources and time needed for the implementation”

Ishan Qureshi, Director of Products Information Management, Avensia



Avensia helps B2C and B2B businesses develop winning strategies and leverage modern commerce solutions to accelerate growth by delivering cutting edge customer experiences.



MACH – the engine under the hood that powers it all

Now, it's also essential to briefly explore the technological aspect of Composable Commerce. While opting for diverse technical solutions, vendors offering software with Composable capabilities commonly gravitate towards employing:

- ✓ **microservices**
- ✓ **extensive API connectivity for system integration,**
- ✓ **headless (i.e. operate without a user interface)**
- ✓ **cloud-based delivery**

This integration of technologies creates an optimal blend that fully maximizes the potential of Composable technology. The MACH architecture, defined by its components: **M**icroservices, **A**PI, **C**loud, and **H**eadless, has emerged from this strategic approach.

While Composable solutions are ideally built using microservices and MACH architecture, it is feasible to use monolithic software to deliver a specific PBC, provided that it can offer sufficient integration through APIs. This approach can be useful for companies that wish to adopt a more gradual approach and retain some of their existing monolithic software while beginning to implement PBCs with microservices in other areas.

From a business perspective, when making decisions about software procurement, it's important to consider that as Composable Commerce gains traction, an increasing number of vendors claim commitment to the MACH architecture and Composable capabilities. To ensure that your chosen software aligns with the highest MACH standards, if possible, opt for solutions certified by the MACH Alliance. This vendor-neutral non-profit organization is dedicated to educating and cultivating the optimal ecosystem for enterprise technologies, granting certification to those meeting the rigorous criteria of the MACH architecture.

CHAPTER 3

Where to begin when designing a Composable solution

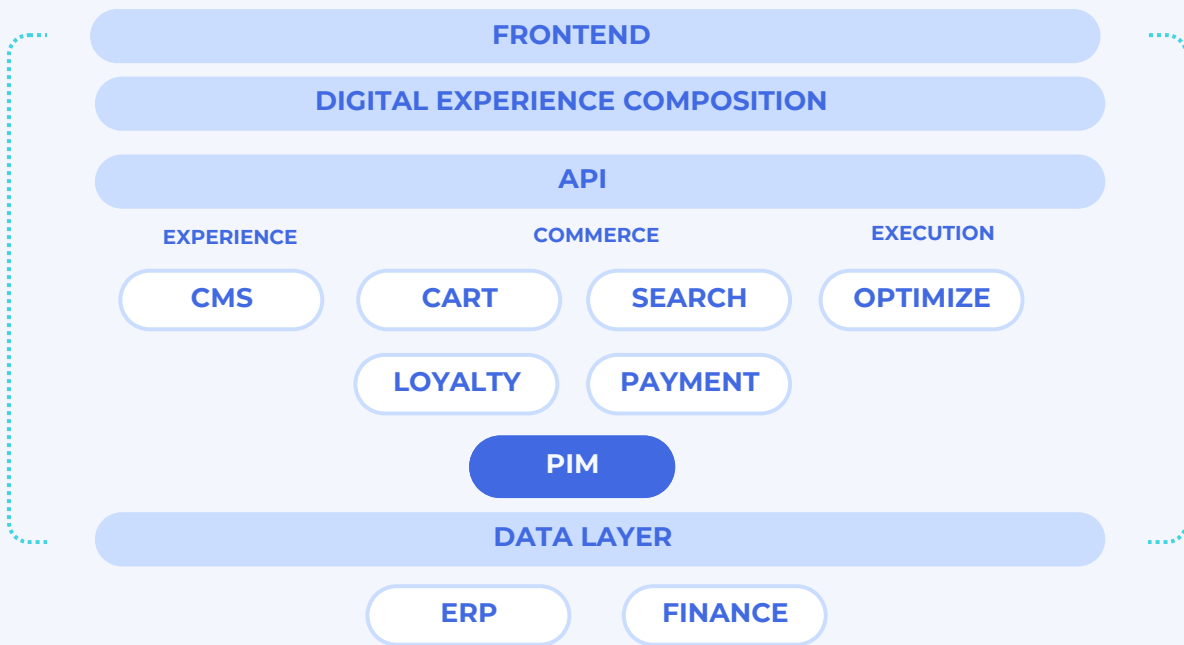
Composable PIM as the natural starting point

In the realm of Composable Commerce, Product Information Management (PIM) systems have emerged as the keystone for building robust and efficient solutions. This might come as a surprise to many, as in the past, PIM systems were often overlooked or considered secondary to MDM or ERP systems, which were thought to suffice for product information management.

However, as the complexity of data sources increased and the number of distribution channels expanded, the limitations of relying on limited integrations, spreadsheet-based processes, or manual data entry became apparent. PIM systems established themselves as the necessary solution to address these challenges, offering a centralized source of truth for all product data. They enable businesses to overcome issues such as data inconsistency, lengthy synchronization processes, and errors in data distribution across departments and teams.

A Composable PIM enables you to initially establish a central hub for your valuable product data, providing a dedicated environment to ensure data completeness and quality. It empowers various teams and partners to access relevant catalogs or segments of your data for collaborative product information management. Subsequently, this enriched data can be distributed across all your systems, platforms, and customer-facing channels.

Example composable stack



Therefore, whether you're aiming to develop a basic or highly complex solution, the initial step is to establish a PBC for centralizing your product data. This ensures a secure and efficient handling of your data, allowing for extensive modifications to various PBCs while maintaining the integrity of your product data.

Moreover, PIM can impact the performance of the whole Composable solution. Not all PIM systems, including some of those based on MACH, are optimized for large enterprise use to efficiently publish, distribute, and sync millions of SKUs and digital assets. This inefficiency can result in tasks that should take hours, instead taking days or weeks to update data across all platforms.

Choosing an alternative approach poses risks, as dispersing your data among multiple systems or locations may result in inconsistencies and challenges in data management. Therefore, starting with a centralized source of truth for product data minimizes the risk of data discrepancies and ensures seamless operations across all platforms.

EXAMPLE – Composable PIM for omnichannel marketing

Fashionista, a hypothetical retail brand, found itself navigating the complexities of conducting commerce on an international scale. With customers expecting seamless shopping experiences across multiple channels, Fashionista recognized the need to revamp its approach to commerce to stay ahead of the curve.

Fashionista was facing the challenge of managing numerous marketing channels, both online and offline, while ensuring consistency and efficiency in product data management. The traditional, monolithic solutions for handling product data were proving inadequate in the face of evolving consumer demands and the proliferation of sales platforms.

After careful consideration, Fashionista decided to embrace Composable Commerce with a robust Composable PIM system as the foundation of its strategy. The PIM system served as a centralized repository for all product data, enabling Fashionista to manage, update, and distribute information seamlessly. The modular nature of Composable Commerce allowed Fashionista to customize its technology stack according to its specific business needs, ensuring flexibility and scalability as the company grew.

By adopting Composable Commerce with PIM, Fashionista achieved significant improvements in its omnichannel marketing efforts. They were able to:

- ✓ Use their PIM as the **central source of truth** for product information for all channels.
- ✓ **Involve suppliers to collaborate** on product information onboarding and enrichment.
- ✓ **Automatically optimize digital assets** to meet the requirements of various marketing channels.
- ✓ **Utilize AI** to enrich descriptions and translate them into multiple languages in bulk automatically.
- ✓ **Distribute and sync millions of products** across channels, including digital assets, in an automatic or semi-automatic way.
- ✓ **Integrate** with a headless CMS, numerous marketplaces and systems using APIs, and a dedicated product feed management solution and Composable DXP to distribute data to dozens of sales and marketing communication channels, including marketplaces, apps, and social media platforms.
- ✓ **Gather real-time data** from their sales channels.

The streamlined management of product data across channels led to enhanced customer experiences and increased sales. Fashionista was able to deliver consistent branding and messaging across all touchpoints, resulting in greater customer satisfaction and loyalty. Because of the open nature of their Composable solution, they will be ready to connect to any new platforms or sales channels when they appear or remove outdated channels or systems.

Composable PIM and accelerators

If you decide to opt for a prepackaged accelerator route, you can quickly obtain a comprehensive Composable solution. However, it's essential to conduct due diligence to ensure it includes a capable PIM solution.

Accelerators not only expedite implementation but also lay the groundwork for future business success by facilitating customization to your needs and seizing new sales channels and integration opportunities. PIM is a critical component of that.

“When it comes to your PIM solution the benefits of an accelerator extend beyond the initial speed of implementation. For example, a pre-built connector is based on a scalable framework that’ll help you distribute your product data to multiple channels where your commerce engine is just the starting point. As such, you can easily adapt the connector to share your product data in additional channels such as industry databases and marketplaces. In the future we’ll likely see an increased use of this kind of integration hub allowing businesses to easily scale, add or replace target systems to extend the reach of their product data.”

Ishan Qureshi, Director of Products Information Management, Avensia



Avensia helps B2C and B2B businesses develop winning strategies and leverage modern commerce solutions to accelerate growth by delivering cutting edge customer experiences.



CHAPTER 4

Overcoming Challenges in Implementing Composable

With the emergence of Composable Commerce as a new paradigm, organizations may find themselves grappling with numerous questions about its implementation and implications. These concerns are understandable, as advanced technology often entails significant costs for companies and can impact various departments' workflows. Therefore, executives, managers, and stakeholders may have numerous inquiries when considering implementing Composable Commerce in their organization. Here are a few of them, along with suggested possible solutions.

Challenge: We lack the necessary expertise and in-house specialists to implement and maintain Composable Commerce effectively

Possible solution: Utilizing external expertise

Many IT consultancies and ISVs specialize in the Composable approach. With Composable Commerce, organizations retain significant control over shaping the business aspects, even when outsourcing technical expertise. By leveraging PBCs, executives, managers, or strategists can collaborate with their in-house IT specialists to determine the services required to fulfill their needs. This allows the internal team to concentrate on understanding and improving the Composable solution they want, while external experts tackle the most challenging technical tasks and bridge knowledge gaps.

Challenge: We don't have enough time for lengthy software procurement and managing multiple software licenses.

Possible solution: Use an accelerator

An accelerator or prepackaged Composable solution streamlines Composable Commerce implementation, offering a ready-to-use set of services, simplified integration, expert guidance and simplified licensing. This enables rapid deployment, helping organizations meet tight deadlines and stay competitive in today's fast-paced business environment. Fine-tuning of the solution to your needs may be done later, at your organization's pace.

Challenge: Do we really need another software solution to manage our data? It seems that we already have a few systems that appear to cover those needs

Possible solution: Use PBCs to design a solution that exactly matches your business needs

The overlap of systems, functionalities, and unnecessary features may arise from the current traditional approach your company uses. All-in-one monolithic suites often cater to a broad range of uses, potentially resulting in paying for features that are neither necessary nor unique. With Composable Commerce and PBCs, you can precisely identify the functionalities and features your company needs, selecting solutions tailored to address them. This approach helps save costs and simplifies your IT stack. Although Composable Commerce may initially seem more complex than all-in-one suites, in practice, it can significantly reduce complexity and costs in the long run if designed properly.

Challenge: Will implementing Composable Commerce disrupt the work of various departments and pose a risk of failure?

Possible solution: Present Composable Commerce as facilitating iterative development of the solution, offering opportunities to modify and improve elements to meet various needs.

The flexibility inherent in the Composable approach allows for iterative adjustments. Engage stakeholders from different departments to identify their required functionalities, utilizing PBCs to illustrate how these needs can be met. This approach helps minimize potential risks and allows for the gradual design and development of your solution. For instance, starting with centralizing product information using PIM can be a great initial step. If your organization lacks expertise or experience in MACH-based Composable technologies, consider hiring external companies to provide guidance and expertise.

CONCLUSION

In today's rapidly evolving digital commerce landscape, traditional approaches, such as monolith, best-of-suite solutions, often struggle to keep pace with the dynamic needs of businesses. In this context, Composable Commerce has emerged as a transformative strategy that equips enterprises with future-proof technology, offering the flexibility and agility necessary to adapt to changing market demands.

While there may be some initial hesitation due to the need to comprehensively analyze features and integration requirements, companies that adopt Composable Commerce early are likely to gain a competitive advantage and secure their position as industry leaders.

The benefits of the Composable approach are numerous, including streamlined workflows, task automation, and the delivery of personalized customer experiences across different touchpoints throughout the customer journey. By harnessing latest technologies like AI, businesses can achieve operational efficiency, increase revenue, and foster customer loyalty through swift product content distribution across multiple channels and effective customer engagement strategies.

Composable Commerce has become increasingly accessible, not only to large-scale enterprises but also to medium-sized companies, thanks to the maturity and widespread adoption of Composable Commerce solutions. As the adoption of Composable Commerce has grown significantly, the ecosystem of vendors, partners, and solutions has dynamically expanded, providing more options and opportunities for businesses of various sizes to thrive in the digital age.

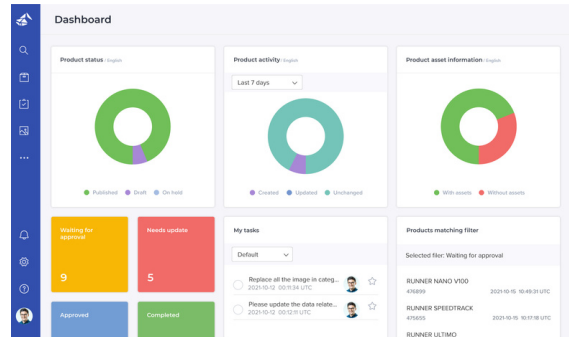
Now is the opportune moment for enterprises to seize the future of commerce with Composable Commerce and embark on a journey toward efficiency, sustained growth, and innovation.

Next steps

Request a demo meeting

- Learn how PIM software can benefit your business
- Discuss your product information needs and challenges
- Receive a live Bluestone PIM overview with one of our experts

BOOK A DEMO



Recommended reading



[Get Started with MACH Architecture: Definition, Benefits, and Strategy](#)



[Why Product Information is the Backbone of Customer Journey](#)



[What is Product Information Management \(PIM\)?](#)



[Digital Product Passport: A Sustainable Revolution](#)

EBOOKS & WHITEPAPERS



[The First MACH-Based PIM](#)

Discover how MACH-based PIM works in practice, how it differs from other types of PIM solutions, and how it helps you step into a composable approach.



[Product Information Management in the Retail Space](#)

We work with global retail companies and our teams saw that implementing PIM solutions help retailers manage huge amounts of data and build omnichannel strategy. In this ebook, we share crucial features and benefits of PIM that perfectly fit modern retail and eCommerce needs.



[Bluestone PIM Buyer Guides](#)

Are you considering Bluestone PIM? Gain insights to make an informed decision. Learn about system architecture, data modeling capabilities, implementation, and more to make a comprehensive assessment.

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Contact us

hello@bluestonepim.com

www.bluestonepim.com

About Bluestone

Bluestone is a global software company with active users in 70 countries on 5 continents.

Bluestone PIM is the first MACH-certified SaaS PIM solution. It is a highly flexible system that allows you to connect and share your product information with other software, marketplaces or platforms.

With Bluestone PIM you can:

- ✓ Create a single source of truth for product information,
- ✓ Get products to market faster, across all channels, geographies and languages,
- ✓ Maximize your productivity with collaboration features to enrich product data faster,
- ✓ Manage digital assets (DAM),
- ✓ Delight your customers with a consistent product experience across all your communication channels,
- ✓ Expand your capabilities with App Marketplace that provides additional applications.

Recognition and certification:

- ✓ The first PIM platform to become a member of the MACH Alliance.
- ✓ One of the first PIM platform to become a verified AWS Technology Partner.
- ✓ Recognized as "Major Player" by IDC.
- ✓ Recognized as a "Vendor of Assurance" by Ventana Research.
- ✓ Listed in Gartner's "Market Guide for PIM Solutions".