

How to Future-Proof Your Business with Composable Commerce

Understand how composable commerce brings flexibility, agility and control to the customer experience by enabling companies to utilise **best-of-breed** solutions to fit their specific needs.



What is composable commerce?

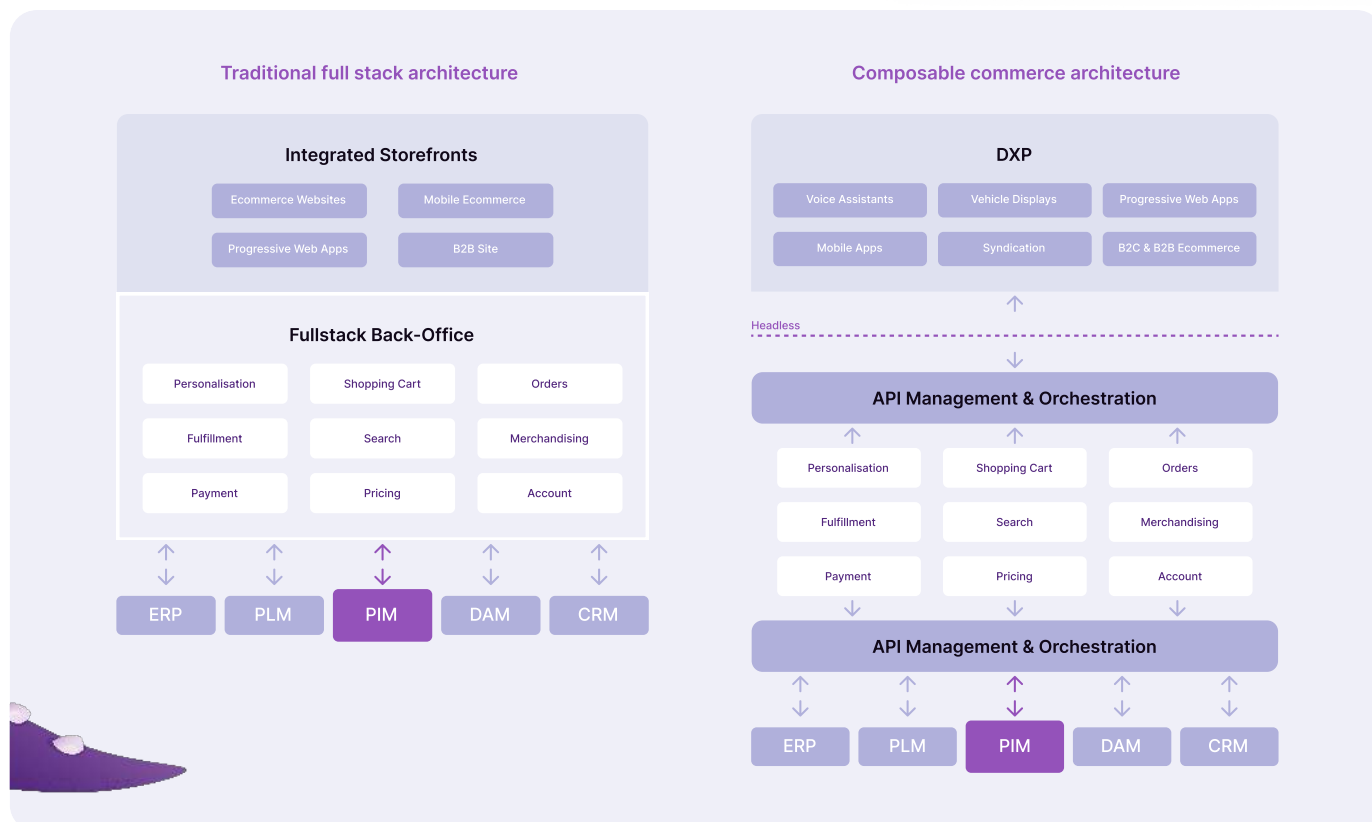
Composable commerce, also known as **headless commerce**, is a new, modular way of structuring your tech stack to enable companies to offer a more flexible and transparent customer experience. Companies can choose **best-of-breed** solutions that fit their specific needs in order to quickly meet changing customer demands.

What is headless commerce?

When your front-facing capabilities and experiences are de-coupled from the back-office business applications and integrations.

What is best-of-breed?

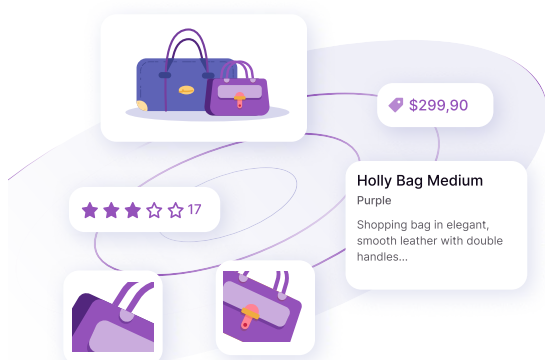
A term for software solutions that specialise within one area of technology and are seen as leaders in said field.



What prompted composable commerce?

They say that hindsight is a great teacher. And if we look back at the last couple of years, **we can clearly see how important it was for brands and retailers to have been ready for the huge pivot they were forced to make virtually overnight.**

They are still dealing with everything from supply chain issues to getting onto new sales channels. For some, their legacy eCommerce platforms just weren't keeping up with the sudden change in customer needs – whether that was the demand for sanitising wipes or expecting the same high-quality in-store service to be available online.



Composable commerce brings flexibility, agility, and control to the customer experience.

Flexibility

Choose which solution providers to work with rather than be limited by the features offered in a full-stack solution.

Agility

Add, switch, or remove solutions without restructuring your entire commerce model.

Control

Make business decisions based on consumer expectations and trends, independently from the limits of a full-stack solution.

The Product Experience (PX) is the first touchpoint many of your customers will have with your brand.

And therefore, it is crucial to get your PX right to ensure success. In turn, the critical foundation of your PX is good quality product information. That's why the recommended first step to take when replatforming to composable commerce is to get the product data ready for migration. Merely shifting legacy information is not a viable strategy.



Thinking about your new platform merely as a container to lift and shift legacy customisations is a recipe for trouble.

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Be ready for whatever pivot will have to be made next.

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*according to research done by Joe Cicman, Sr. Analyst of Digital Transformation at Forrester. See source here: <https://www.forrester.com/blogs/how-to-de-risk-your-commerce-replatform/>