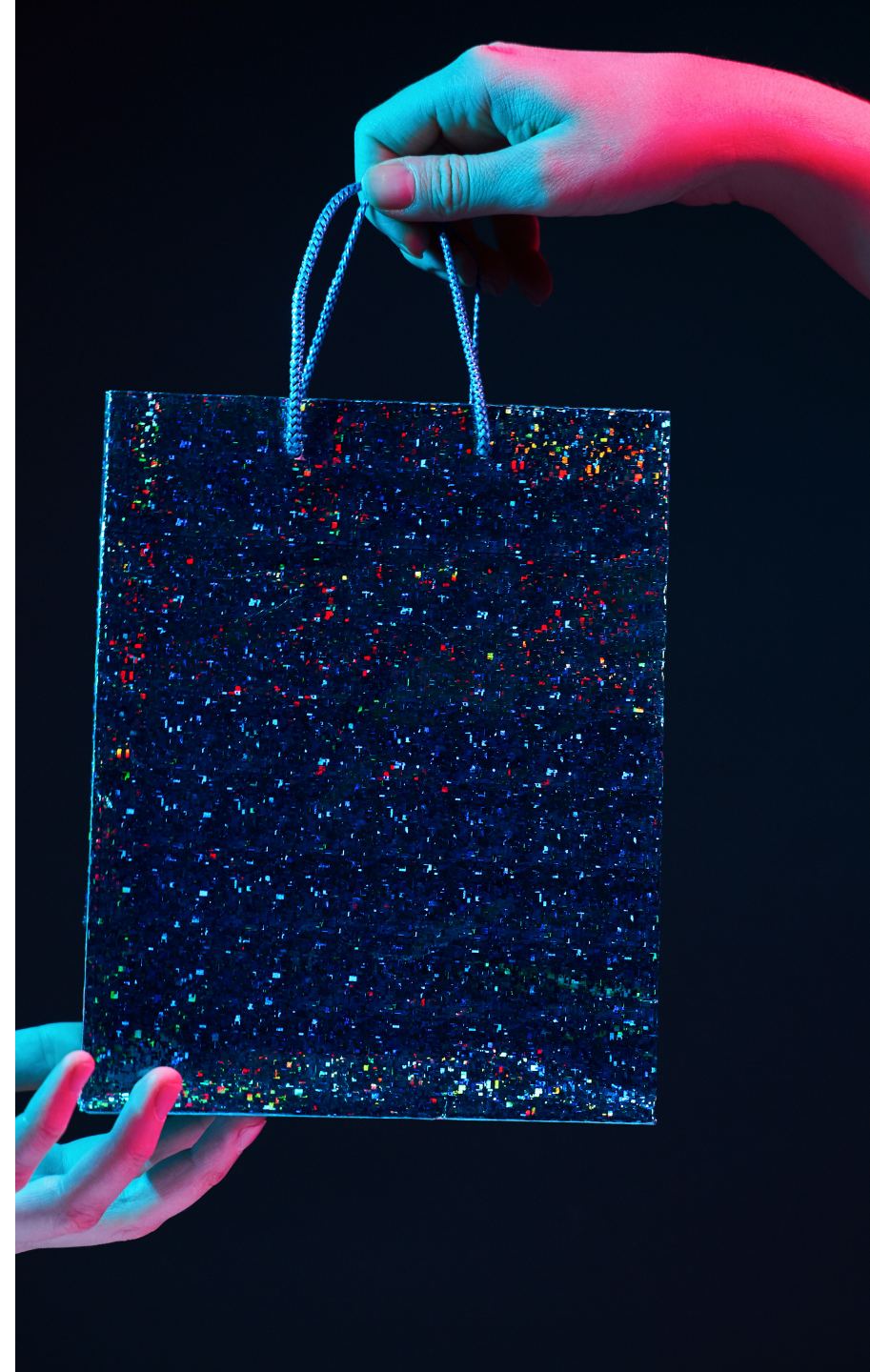


valtech.

Introduction to Composable Commerce

Agenda

1. Why *Composable Commerce* Matters
2. Benefits & *Under the Hood*





This is not a pipe

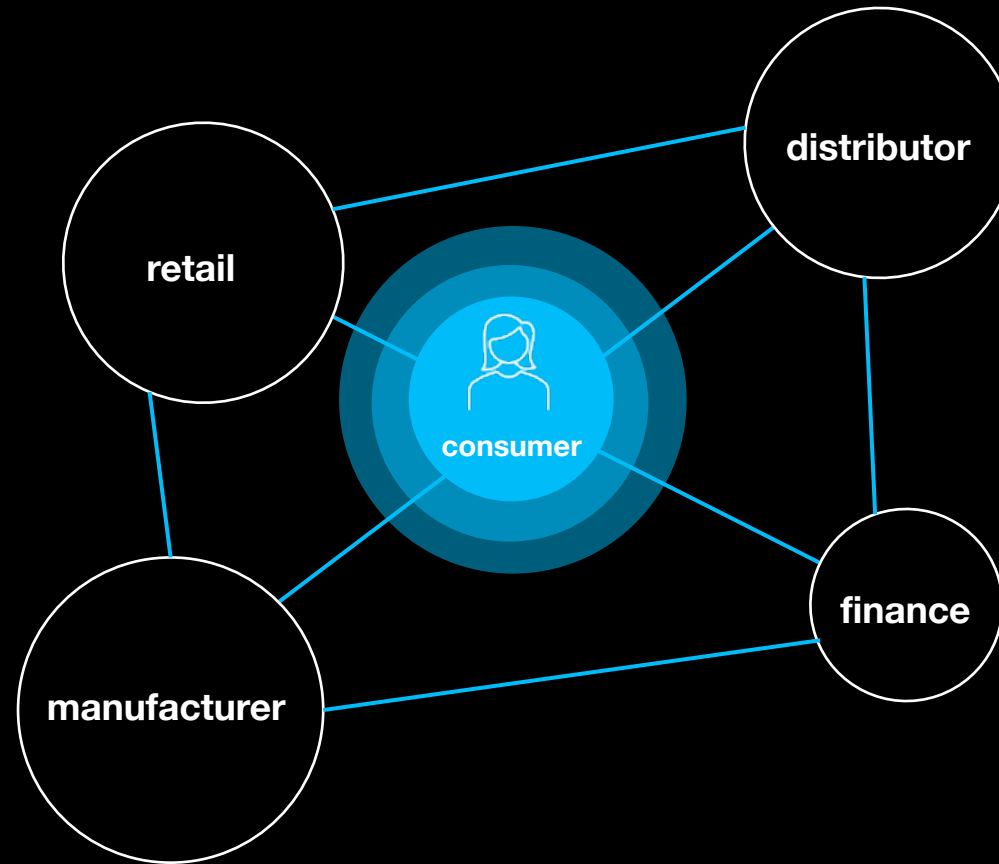
...

Similarly, we know

- / Cars are not cars, and stores are not stores.
- / The future of commerce needs to be more value-centric and service-oriented by design.
- / Brands must create highly personalized products and services to generate stronger emotional equity.



1st-Party Commerce Economy



Shared Ecosystem



The Future of Commerce

The Future of Commerce is therefore interconnected, flexible, and reactive at its core.

composable **Composable Commerce**

/ Best of Breed

/ Composability

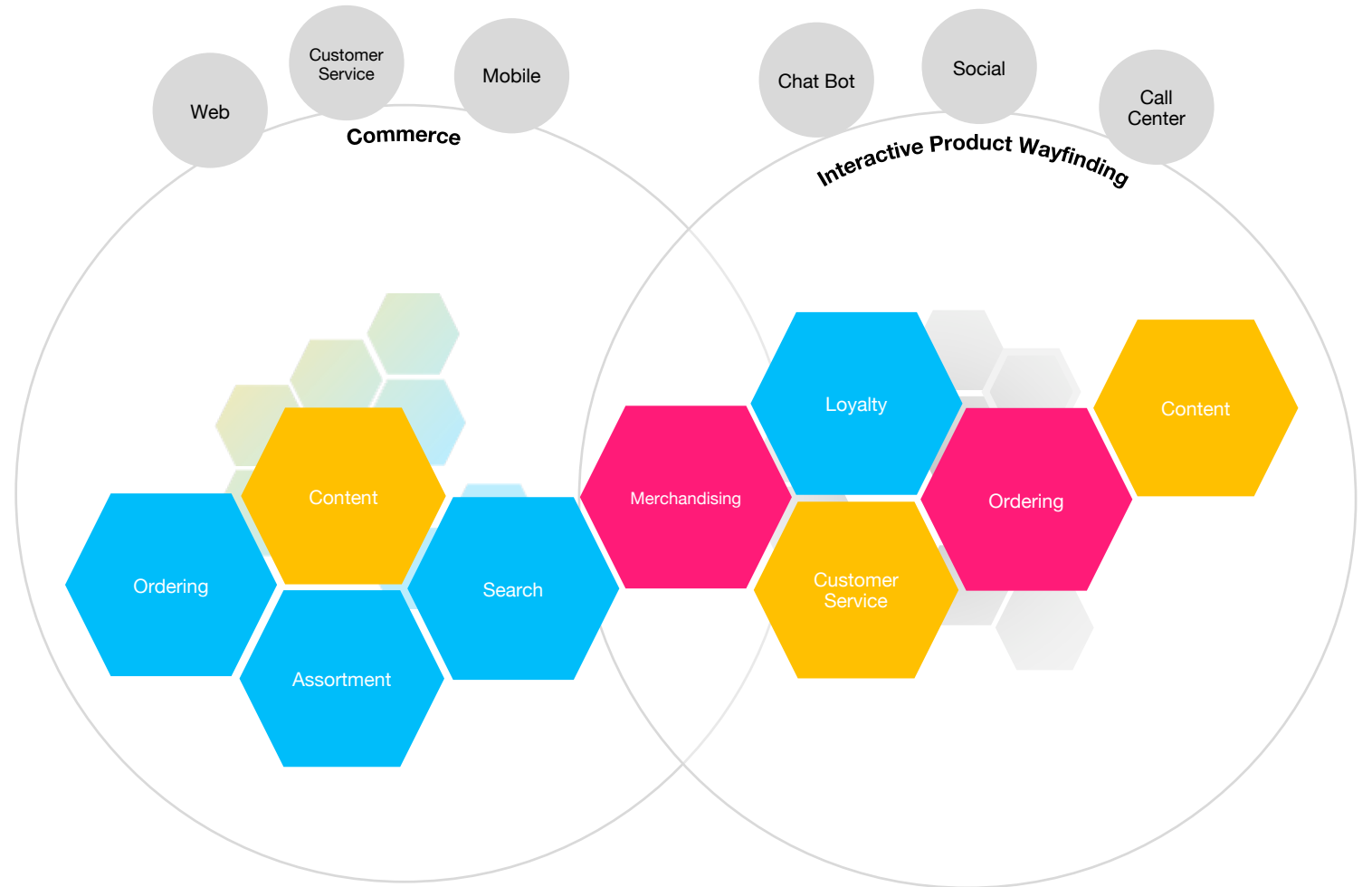
/ Evolutionary

/ Cloud-Native

Your Digital Business..

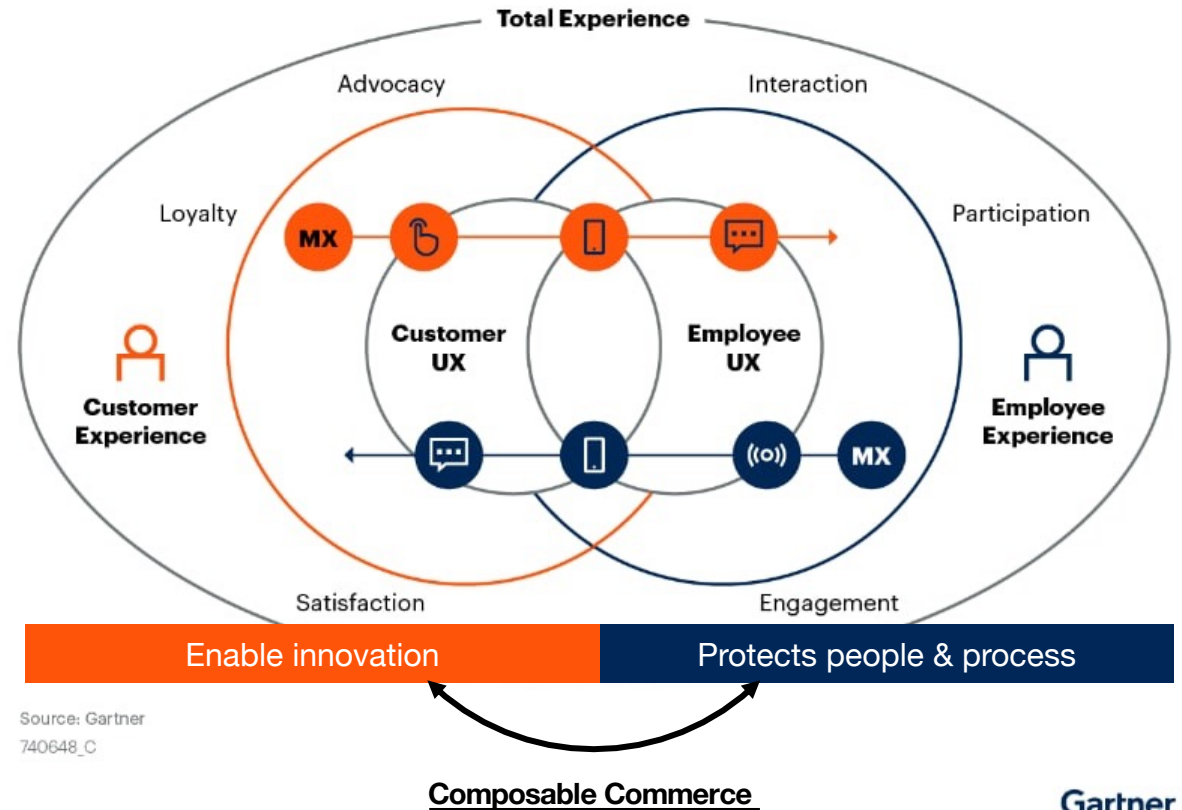
Composable Commerce enables holsters of **Digital Capabilities**, which together represent **the footprint of your digital commerce businesses.**

These are combined, organized and orchestrated to **serve the evolving need of digital business models and touchpoints.**



Composable Commerce Finally Deliver Total Experience

A human-centered approach to business transformation require the right technology strategy and practices to realize.



Key Drivers & Business Motivators

BUSINESS

- / **Increase speed of reaction, adaptation and innovation**
- / **Compose unique solutions, yet achieve economies of scale**
- / **Protect people & process from rapid change**
- / **IT functions reflect business functions**
- / **Enable true transformation; faster activation of new digital business models**

DIGITAL EXPERIENCE AND TECHNOLOGY

- / **Release more often with less impact**
- / **Enable bimodal thinking (deliver on both predictability and exploration)**
- / **Rely more on product- & feature-led delivery**
- / **Meet (and exceed) elevated customer expectations**

**How's it
Done?**

MACH

Microservice

API-First

Cloud-Native

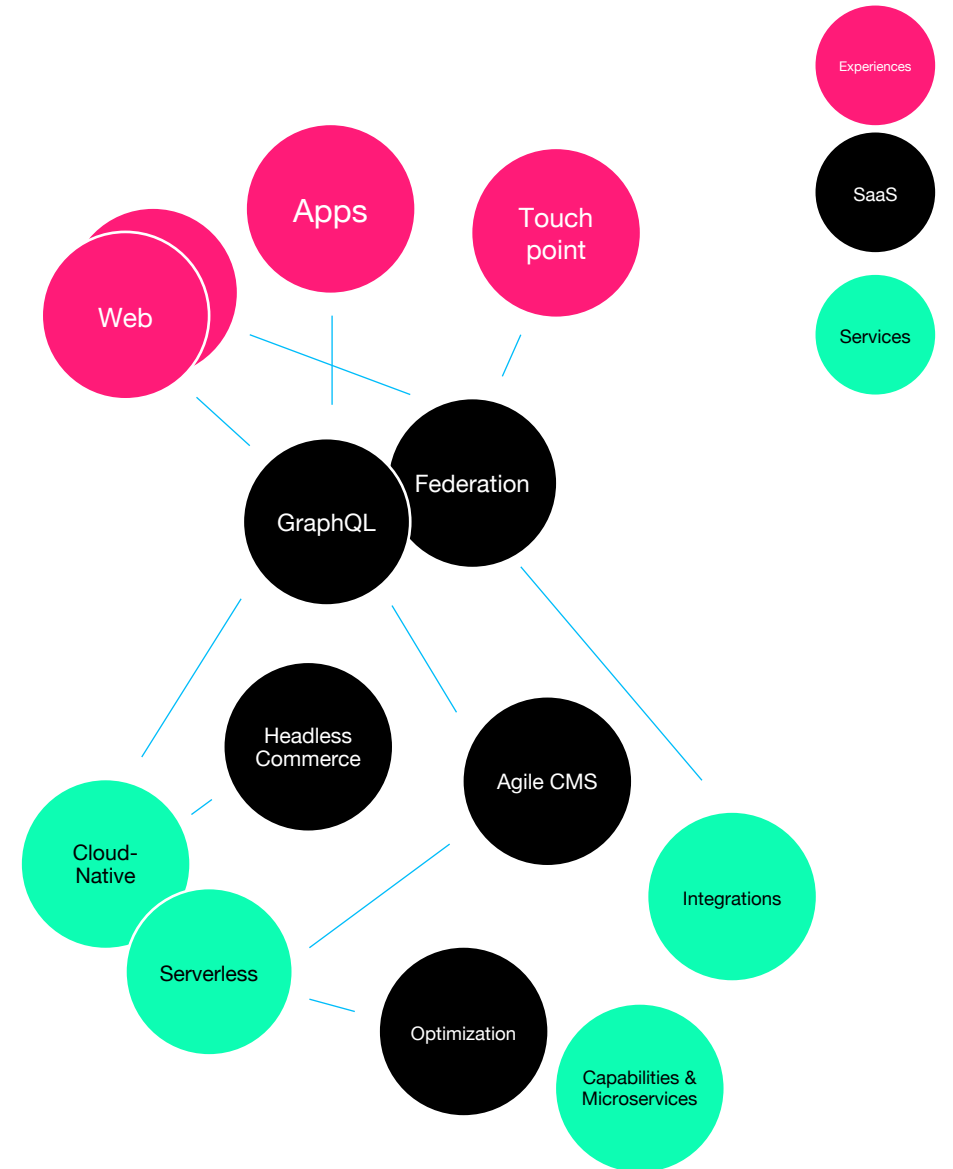
Headless

enable Composable Commerce, when
organized through

Composable Architectures

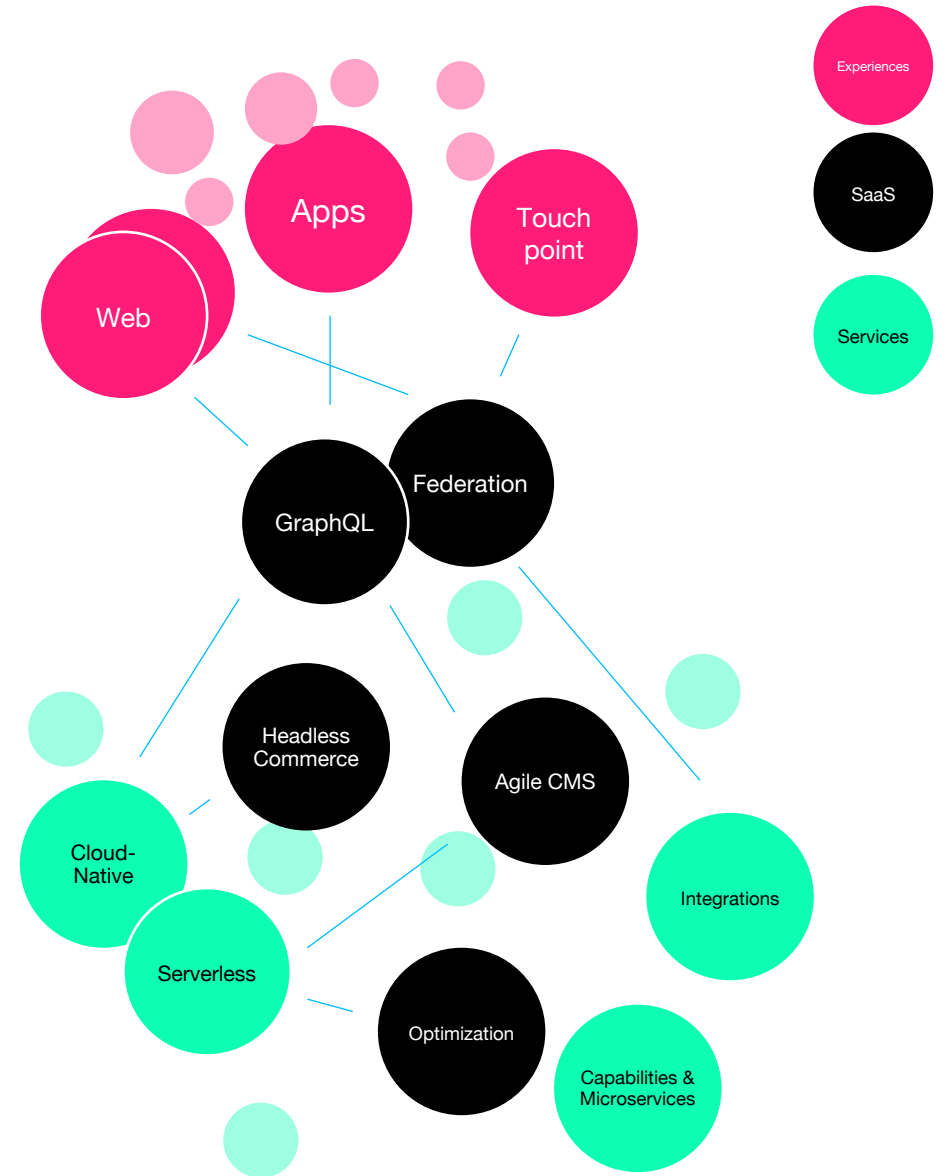
Composable Architectures

- / Enables appropriate blends of a Buy vs. Build strategy, simplifying and accelerating transformation for commodity-tech.
- / Creates a *constantly evolving and fluid eco-system of capabilities*, re-utilized in different configurations to enable new touchpoints or business models over time.
- / Even moderately complex ecosystems may need to scale to dozens or hundreds of individual services.



Engineering Scale

/ As new capabilities and SaaS platforms are added to a Composable Architecture, they each need to be scaled, utilized and managed. **This adds significant complexity, as capabilities may need to be replicated, re-configured or re-purposed** for scale, innovation or new business models.



To Execute MACH, We Lead with Best-Practice

- / Enable **seamless orchestration** of capability. GraphQL, orchestration and Infrastructure-as-Code sits at the core of what we do.
- / SaaS'ified **product-centric development** with cloud agnostic and multi-tenant, serverless microservice architecture
- / **DevOps** is an integral mindset





Thank you