

The Future of Digital Commerce Architecture Is Already Here



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Brands and retailers are under unprecedented pressure to deliver exceptional shopping experiences to consumers who expect the ultimate all the time, no matter when and where they choose to engage. Consumer behavior, propelled by technological innovation and the heavily growing influence of generative AI, continues to undergo seismic shifts.

As we peer into the future of digital commerce, an abundance of accelerators loom on the horizon, poised to reshape the landscape in ways we cannot yet fully grasp. These disruptive forces hold the potential to revolutionize commerce as we know it, ushering in a new era of opportunity and challenge.

However, amidst this whirlwind of change, economic realities demand a delicate balancing act. **Brands and retailers must reconcile the imperative of meeting consumer demands with the mandate for profitability and sustainable growth.** Swift adaptation to evolving market dynamics and consumer preferences through full flexibility and agility becomes not just desirable, but essential for brand survival.

Yet, traditional monolithic platforms struggle to keep pace with the breakneck evolution of commerce, leaving businesses hamstrung in their ability to respond effectively. While APIs and microservices have been hailed as panaceas, the promise of hyper-composable commerce remains elusive for many. Micro-level complexities and the resulting strain on time, budget, and resources is compelling brands to reassess their strategies, putting the brakes on adoption efforts.

This whitepaper is tailored specifically for leaders like you who find themselves caught between the constraints of legacy technology and the disillusionment with composable tech. It highlights a better way - a unified and composable commerce approach that addresses the limitations of legacy platforms while harnessing the flexibility and scalability of modern architectures, delivering a holistic commerce solution and the ultimate commerce experience from day one and into the future.

By adopting this progressive approach, brands and retailers can already today construct their ultimate tailored digital commerce solution that's ready for the future - from shop and cart, to promotions, all the way to PIM, order management and customer service.

➤ Now, we pose a question. If you could transition away from your current stack without the pain you anticipate, how quickly would you move?

The Consumer Vision 2030

Consumers today expect a whole lot more from their digital shopping experiences than they did just a few years ago. Thanks to technological advancements, particularly the rapid rise of generative AI and sociocultural behavior change, paired with the influence of fast commerce giants, the bar for exceptional shopping experience has been raised sky-high. Brands are under immense pressure to step up their game already today and deliver not just outstanding, but consistently engaging experiences across every channel imaginable! And it's not going to get any easier in the future.

Let's imagine what a typical day looks like in 2030



This is the future of commerce – where every moment is an opportunity for engagement, and brands must lay the groundwork today to meet the demands of tomorrow's digital society.

In the midst of this technological revolution, many disruptive accelerators are driving change, with some already in use today as early indicators for future trends. Who would have known just five years ago, we'd be shopping using AI-powered chatbots, augmented reality and voice commerce? Consumer experiences are changing all the time. Yet, uncertainty persists regarding how these trends will unfold in the future and which will lead the way in different regions of the world. To effectively respond and compete, retailers must be fully flexible and agile, ensuring they can adapt easily to emerging trends and shifting consumer preferences.

¹“Empowered customers in the US fully expect hybrid experiences when they shop: By 2027, we project that digital-influenced retail sales in the US will top \$2.2 trillion, or 70% of total US retail sales.”

FORRESTER[®]

The Legacy Dilemma

For brands and retailers, mastering the timing, strategies and tactics required to deliver exceptional shopping experiences to consumers is critical. This necessitates agility, flexibility, and the ability to constantly innovate.

A monolithic platform is a traditional architecture where all components of the system are tightly coupled and interdependent. This means that the entire application, including its user interface, business logic, and data storage, is built as a single, cohesive unit. Today, monoliths platforms make up the majority of legacy platforms, which were prevalent in the early days of e-commerce and were characterized by their ease of use, particularly for business practitioners.

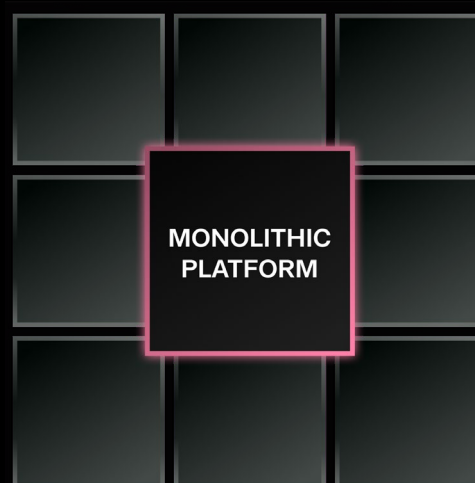
However, as digital commerce evolved and businesses sought to deliver more sophisticated and personalized experiences to consumers, the limitations of monolithic architectures became clear. These platforms lack the flexibility to deploy and scale different parts of the application independently, making it challenging to accommodate traffic volatility and change in functionality, particularly as the size and complexity of the application increases.

Changes to one part of the application require redeploying the entire system, leading to longer release cycles and increased risk of downtime. This rigidity makes it difficult for businesses to innovate and respond quickly to market changes.

For some brands, however, particularly those with simpler operations or established legacy systems, their monolithic architecture may still offer certain advantages. Monolithic platforms are often straightforward to implement and maintain. Additionally, for businesses with stable and predictable traffic patterns, the scalability limitations of monolithic platforms may not be a significant concern.

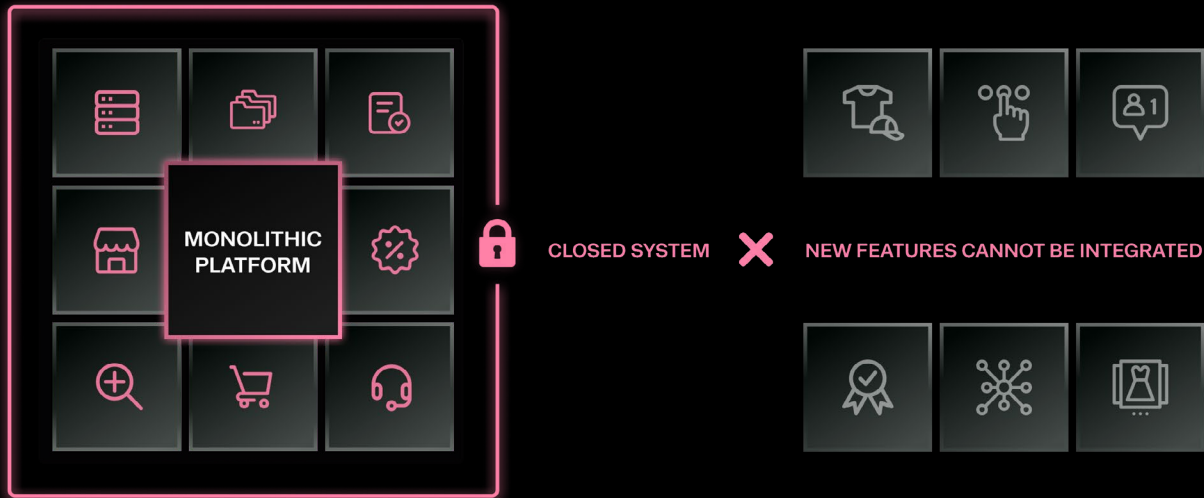
The Benefits of Monolithic Platforms

- + **Unified Business User Experience:** Monolithic architectures excel at providing a unified business user experience by offering seamless integration, consistent behavior, and a single point of access for interacting with various functionalities of the application.
- + **Holistic Capabilities:** Monolithic platforms encompass a wide range of capabilities essential for digital commerce success. From managing product information and inventory to facilitating order fulfillment and checkout processes, these platforms offer end-to-end solutions under one roof. This holistic approach eliminates the need for disparate systems and integrations, simplifying the management of core business operations.



The Drawbacks of Monolithic Platforms

- **Inflexible and Outdated:** Monolithic platforms, due to their inflexibility and outdated nature, struggle to adapt. Making changes within these architectures is complex and time-consuming, often involving extensive coordination among development teams. Consequently, businesses using monolithic platforms face challenges in implementing timely updates, leading to stagnation and an inability to keep up with market demands.
- **Obstacles to Innovation:** The monolithic nature of these platforms makes it challenging for development teams to experiment with new ideas and technologies, as any changes to the system can have far-reaching implications. Consequently, businesses using monolithic architectures often find themselves constrained by legacy codebases and outdated practices, limiting their capacity for innovation and creative problem-solving.
- **Scaling Challenges:** Scaling a monolithic platform to accommodate growing traffic and user demands is challenging, as the entire system must be scaled up or down as a single unit. This lack of granularity in scaling results in inefficiencies and resource wastage, making it difficult for businesses to optimize their infrastructure and control costs effectively.
- **Struggle with Adaptability:** The rigid structure of monolithic architectures inhibits businesses from quickly responding to changing market conditions and customer needs. As a result, businesses may find themselves unable to capitalize on emerging opportunities or address competitive threats in a timely manner, putting them at a disadvantage in the marketplace.



For those stuck on legacy platforms, struggling to excel, and daunted by the effort and cost of migrating away, **this creates a dilemma.**

According to a survey conducted by ³Deloitte, 70% of businesses using monolithic architectures reported difficulties in adapting their systems to accommodate new technologies and changing market dynamics.

Composable Ambition Versus Microservices Reality

Enter composable commerce, touted as the antithesis to monolithic platforms. At its core, composable commerce is based on the concept of a composable technology architecture, which consists of loosely coupled, interoperable components that can be assembled and reassembled to create tailored solutions.

Rather than relying on a single, monolithic platform to handle all aspects of commerce, businesses can leverage a collection of specialized components, each designed to perform specific functions or services. These components, often referred to as “composable building blocks”, can include functionalities such as product catalog management, order processing, checkout, payments, content management, and customer service.

One of the key principles of composable commerce is capability modularity, which allows businesses to adopt, deploy and scale individual components independently based on their specific needs. This means that businesses can allocate resources more efficiently, scaling up or down only the components that require additional capacity, rather than scaling the entire system.

Flexibility is another hallmark of composable commerce. By decoupling components and standardizing integration points, businesses have the freedom to mix and match best-of-breed solutions from various vendors, or even build custom components in-house. This flexibility empowers businesses to adapt their commerce stack to changing market conditions, technological advancements, and evolving customer preferences without being tied to a single vendor or technology stack.

Composable architectures also enable enterprise architects to adopt an agile approach to development and deployment. With modular components, development teams can work independently on different parts of the system, accelerating time-to-market for new features and enhancements. This agility allows businesses to respond quickly to market demands, experiment with new ideas, and iterate on their commerce experiences in real-time.

The Benefits of Composable Commerce

- + **Flexibility and Scalability:** Composable commerce offers unmatched flexibility and scalability, allowing businesses to scale individual components independently based on their specific needs. This means that companies can tailor their technology infrastructure to accommodate fluctuating demand, ensuring optimal performance and cost-efficiency over time.
- + **Agility in Innovation:** Composable tech stacks empower businesses to swiftly respond to evolving market trends and consumer preferences while simplifying development processes

through standardized integration points and pre-built components. By decoupling components and services, companies can adapt their technology solutions quickly and efficiently, fostering innovation, boosting developer productivity, and staying ahead of the competition.

- + **Tailored Solutions:** Composable architectures provide businesses with the flexibility to adopt best-of-breed solutions and customize their tech stack to meet their unique requirements. This allows companies to select and integrate the most suitable tools and technologies for their specific needs, ensuring that their commerce platform is optimized for success.
- + **Future-Proof:** Composable architectures future-proof businesses by enabling them to easily integrate new technologies and functionalities as they emerge. This ensures that companies can stay ahead of industry trends and maintain a competitive edge in the rapidly evolving digital landscape, safeguarding their long-term success.

Composable Road Meets Hyper-Composable Reality

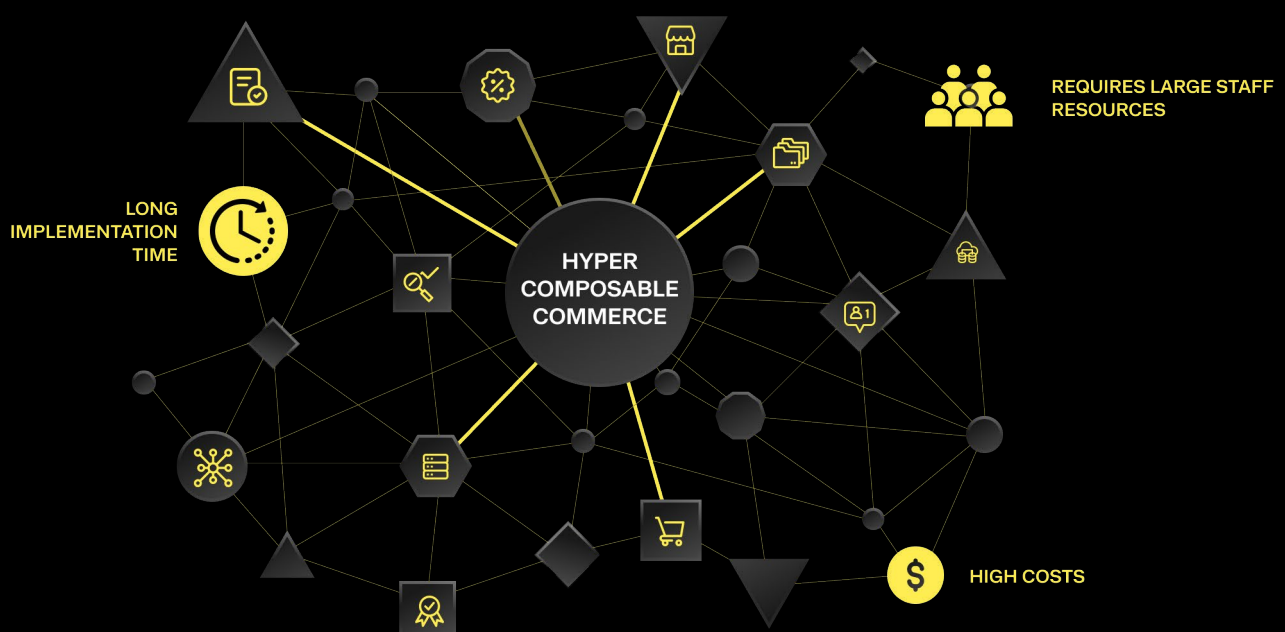
Despite the claimed benefits of composable strategies, many companies are encountering challenges in their adoption journey. The concept of 'hyper-composable' commerce represents the pinnacle of adaptability in the digital domain. However, the current iteration of composable commerce primarily operates at a micro level rather than at a business capability level. This means that while businesses can decompose and recompose technology components with relative ease, the complexity remains embedded within the micro-level systems. Consequently, this misplacement of complexity poses new challenges, as it can hinder the seamless interoperability of various components and impede the rapid response to evolving market dynamics.

Research conducted by the MACH Alliance, the industry body behind the composable tech standard, in 2024, surveyed IT decision makers, revealing that companies are spending nearly the same amount implementing MACH (Microservices, API first, Cloud native SaaS, Headless) technologies (39.9% of annual IT budget) as they are on purchasing MACH technology (40.3%). This indicates a significant investment in both the adoption and deployment phases, reflecting the complexity and resource-intensive nature of transitioning to composable architectures.

Additionally, the learning curve for adopting new technologies and restructuring existing systems poses challenges for both the technology teams and especially the business users, leading to delays and inefficiencies in the implementation and adoption process. So while composable commerce promises numerous advantages, it's increasingly clear that the inherent complexities of a hyper-composable interpretation are rendering this approach impractical for all but the most digitally sophisticated organizations.

The Drawbacks of Hyper-Composable Commerce

- **Resource Intensive and Complex:** Implementing and maintaining hyper-granular architectures demands substantial investment in terms of time, expertise, and financial resources. Navigating the intricacies of component selection, integration, and management poses significant challenges, potentially leading to implementation hurdles and delays.
- **Fragmented Experience:** Managing a hyper-granular architecture will result in a fragmented experience for business practitioners. With numerous components and integration points to oversee, day-to-day operations and decision-making processes become more intricate. This fragmentation can impede business agility, hindering the organization's ability to respond swiftly to market changes and customer needs.
- **Uncertain ROI:** The return on investment (ROI) of hyper-composable tech implementations may remain uncertain for businesses. While the promise of enhanced flexibility and scalability is appealing, realizing tangible ROI in the face of higher TCO may take time and depend on various factors such as implementation effectiveness and market dynamics.



“By 2025, 75% of users will resist (use minimal features, avoid or delay) using applications that deliver a poor user experience (UX), up from 40% in 2021.”

With the substantial drawbacks and challenges facing companies in implementing hyper-composable commerce strategies, it's no wonder that many are compelled to apply the brakes to their adoption efforts. The Gartner 2023 Hype Cycle for Digital Commerce positions composable commerce at the "Peak of Inflated Expectations". Gartner calls out that "Many companies struggle to determine if the solutions they are purchasing are as modular and flexible as the vendors claim." SCAYLE believes that there is a high probability that this uncertainty will lead to composable disillusionment for brands and retailers in the next few years. And this disillusion is already evident today.

"After two years of trying to build a composable commerce stack, we've halted the project due to its unsustainable complexity for both business and tech users. We faced agility and scalability challenges across brands and countries. This setback is unfortunate as we urgently need to enhance our commerce capabilities to compete with Shein, Temu, and others."

CDO of a global fashion retailer

"We successfully replatformed to a composable commerce solution within nine months. However, the anticipated business agility fell short of expectations, requiring developer intervention for every request. Consequently, we are now exploring alternative platform options."

SVP of a leading sports retailer

"It's evident that we've chosen the wrong platform (Microservices). The amount of bespoke work required is staggering, and unwinding it poses a significant challenge."

CRO at a leading cosmetics firm

"The new microservice platform has resulted in a sizeable tech team and a lack of standardized processes. As a consequence, we're experiencing limited agility and substantial operating costs."

Digital Engineering Director, European retailer

"After three years into the project, we're still not live. The teams are exhausted from the replatforming efforts, with tech teams caught in a cycle of spinning circles, and business teams left grappling with either an outdated platform or multiple user interfaces."

Commerce Director at a multinational lifestyle retailer

External Constraints Add Further Pressure

The aftermath of the pandemic has added unprecedented challenges for digital commerce leaders, exacerbating the existing tensions between monolithic and composable architectures. As the world recovers, digital commerce leaders find themselves under increased pressure to ensure profitability amidst a challenging economic landscape.

While the digital commerce market continues to recover, growth rates have plateaued, signaling a departure from the robust figures seen in previous years. This, coupled with rising interest rates, underscores the imperative for commerce businesses to prioritize profitability over unchecked expansion.

Consequently, there's a growing emphasis on prudent spending, with a reduced focus on capital expenditures and marketing budgets. Instead, there's a heightened awareness of total cost of ownership (TCO) and the need for a reasonable approach to operations that delivers sustainable profits. This shift in focus away from aggressive growth towards financial stability is reshaping strategies, prompting a move towards more incremental and cost-effective approaches to commerce infrastructure development and modernization.

And while incremental approaches offer short-term benefits, they perpetuate challenges associated with monolithic architectures, hindering agility, innovation, and scalability. Doing commerce well has become a painful experience for the teams involved. There is a critical need for brands and retailers to step up and capitalize on the forecasted potential for future growth.

“By 2025, organizations offering a unified commerce experience by frictionlessly moving customers through journeys will see at least a 20% uplift in total revenue.”

The Ultimate Commerce Experience

As we have illustrated, the daunting challenge brands and retailers face is how to balance the need for agility and innovation with the stability and reliability of their technology infrastructure. Traditionally, brands and retailers have been forced to choose between monolithic architectures, which offer stability but lack flexibility, and hyper-composable architectures, which provide agility but are expensive and complex to manage and operate. The market and enterprise brands are in search of a fresh approach.

Flexible and agile commerce stacks are a critical success factor for the future, where they offer the best of both worlds - the comprehensive capabilities and business user experience of the monolith; and the agility and flexibility of composable commerce. For business teams to be successful, it is vital that they have tools to perform all the way across the shopper journey. In digital stores, in physical stores, in every channel, every country, every brand and marketplace - through simple configuration.

Modern, composable technology sits at the core of this new approach. Modular business capabilities, open APIs and headless frontend accelerators give tech teams the benefits of a composable architecture without the associated challenges so they can create what matters at high-speed, even when navigating the complexities of large enterprise reality.

This architectural approach retains the flexibility to swap in or out best of breed solutions as business needs demand, while having the entire digital commerce technology capability set from day one. By utilizing composable at the right level of granularity, businesses can focus on business capability composition, rather than microservices composition, and can already realize the consumer vision for 2030.



The Ultimate Digital Commerce Architecture

A fresh approach is here, which fuses the best of monolithic and composable commerce to provide an answer to today's digital commerce dilemma, unlocking new opportunities for success and driving measurable outcomes.

But what does this mean for brands? Simply put, it's about delivering enhanced user experiences, leveraging feature-rich capabilities, managing complexity with ease, and gaining maximum flexibility to scale, adapt and innovate in a rapidly evolving market landscape. Here, we delve into three compelling benefits of unified and composable commerce and explore how they translate into tangible advantages for commerce brands.

1. User Experience, Drives Customer Experience, Drives Growth

- **Business Driver:** The ultimate shopping experiences are born from the creativity of the people in digital commerce teams, not (just) the technology under the hood. With the commerce technology of the past and the challenges that have become evident with hyper-composable, those experiences have been, let's face it, painful. Business teams need a smooth, intuitive user experience that is tailored to getting B2C commerce done effectively and efficiently, even when navigating the complexities of large enterprise reality. For business teams to be successful, it is vital that they have tools to perform all the way across the shopper journey.
- **Technology:** Equipped with a comprehensive set of natively-built capabilities, open APIs, and frontend accelerators, tech teams can swiftly craft unified shopping journeys across all touchpoints. Intuitive interfaces empower users to expedite processes without the need for coding, ensuring that digital commerce management becomes effortless yet sophisticated. Enterprises gain access to a robust feature set that optimizes user experience and configurability, enabling the creation of new and exciting commerce experiences in a matter of hours, not weeks—all on a cloud-native platform engineered for enterprise scalability.
- **Outcome:** The capability to seamlessly configure experiences will empower your teams to deliver superior experiences, enhancing customer satisfaction and ultimately driving growth. Tech teams enjoy the benefits of composable technology without the associated challenges. Brands see significant reduction in total cost of ownership (TCO). And customers consistently experience above-average growth in their category.

How one of Europe's largest retailers unified their commerce business and grew 21%

>\$8bn group revenue

>40 online stores

>30 countries

8 brands

>4,700 physical stores

Faced with highly fragmented commerce technology across various brands and countries, a leading retailer found itself constrained by the lack of flexibility inherent in older monolithic systems. Compounded by a scarcity of innovation from SaaS vendors, the retailer resorted to building many solutions in-house, resulting in a significant total cost of ownership (TCO) and maintenance burden, particularly with its Order Management System (OMS). Determined to break free from these limitations and propel growth and efficiency across the organization, the retailer embarked on a journey to embrace a 'best of both' platform.

The primary objective was to establish a unified architecture capable of delivering fully localized, robust omnichannel user experiences, while also supporting an advanced loyalty program and facilitating the launch of an international marketplace. Within just six months, the new platform went live, leveraging ready-to-use modules for Product Information Management (PIM), shop management, checkout, and OMS. This strategic decision enabled the retailer to redirect its resources towards frontend app and web development, optimizing its focus for maximum impact.

By embracing a "best of both" platform approach and swiftly deploying a unified architecture, the retailer not only overcame the constraints of fragmented technology but also achieved substantial improvements across key performance indicators.

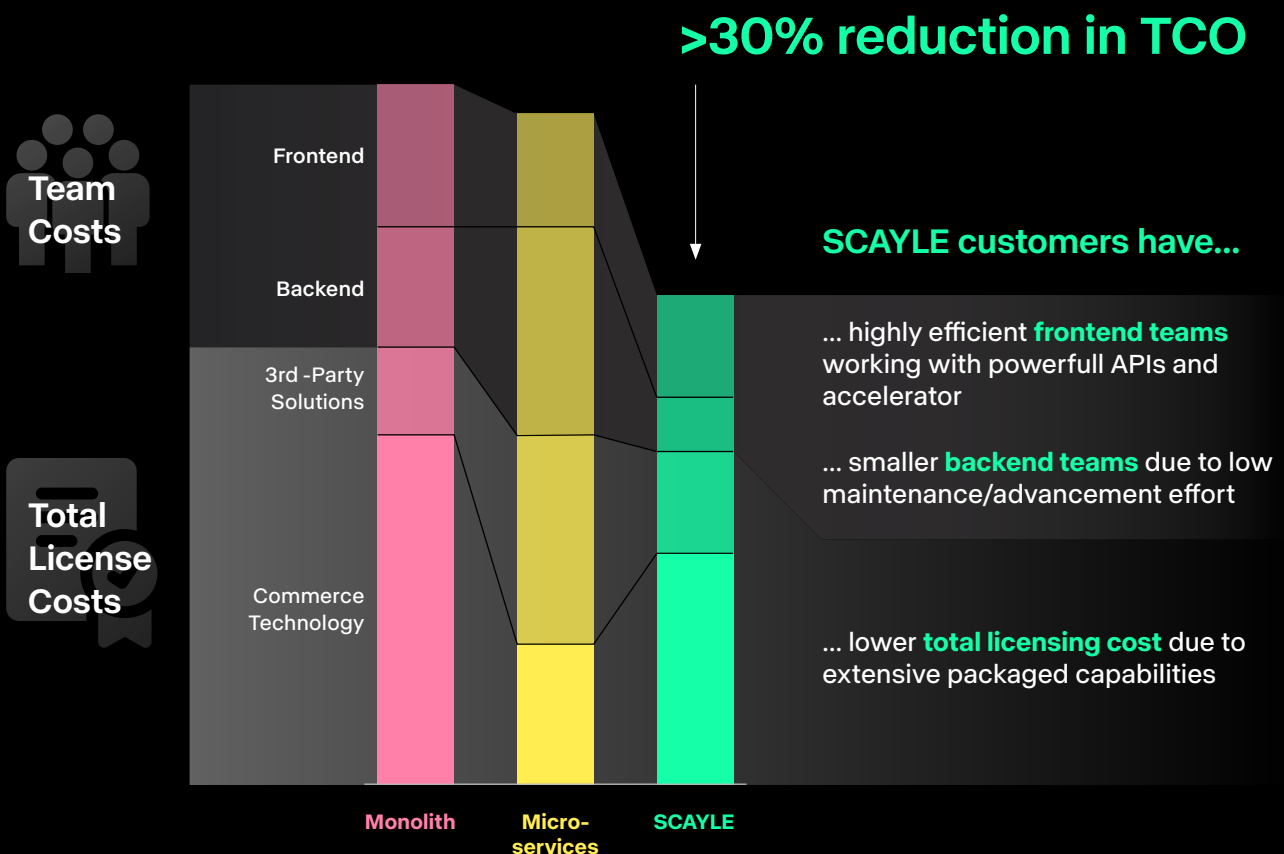
"We unified the IT architecture of our brands and countries. The brand experience benefits from the close integration of online and offline services so we can quickly leverage omnichannel synergies across countries and keep our customers happy across all channels."

CIO

2. Enterprise Complexity Made Easy

- ➔ **Business Driver:** Enterprise operations are inherently complex, requiring solutions that can streamline processes and manage intricate workflows effectively. Rather than solve this problem, modern composable technology in its microservices form has made it worse. The need for sizable teams of developers and the endless deployment and implementation complexities of hyper-composable approaches result in significant expenses, with as much as half of the salary bill allocated to developers with no ROI to show for it. Consequently, organizations are exploring solutions that offer reduced complexity and lower costs, questioning the necessity of adopting a solution as composable as initially considered.

- Technology:** This new architecture approach turns enterprise complexity into frictionless experiences through centralized orchestration and decoupled architecture. It provides rich, natively-built, enterprise-ready features that are not only highly configurable, but extremely intuitive. By breaking down complex processes into smaller, more manageable components, businesses can streamline operations and reduce dependencies. In turn, brands have the freedom to tailor a unique stack, leveraging open API coverage to integrate out-of-the-box modules, existing tools, or specialized third-party solutions seamlessly through configuration. Efficient communication and coordination between services enables businesses to scale and adapt to changing demands with ease.
- Outcome:** The fusion of unified and composable commerce simplifies enterprise complexity by providing a cohesive and integrated solution at the right level of granularity. With centralized management and seamless integration across systems and processes, enterprises can streamline operations, reduce overhead costs, and improve operational efficiency. This managed complexity enables enterprises to focus on strategic initiatives and drive growth without being bogged down by administrative burdens.



How the world's largest soccer club increased online sales by 38% in 12 months

\$ 0.6bn + revenue	> 380K members	> 1,000 employees
Global operations shipping to	> 150 countries	
38% increase in online sales	13% increase in traffic	15.4% increase in average order value

The club's ambition was clear: to solidify its status as the most captivating global football entity by delivering unparalleled shopping experiences to its diverse consumer and business clientele. However, the club encountered significant hurdles with its former monolithic system, which failed to meet the demands of international expansion and omnichannel growth. Persistent downtimes and a lack of flexibility stifled innovation and impeded performance, particularly during peak times. Determined to overcome these challenges and unlock new opportunities for growth, the club made a strategic decision to transition to a unified "best of both" platform.

In just six months, the club successfully went live with the new platform, leveraging market-leading solutions for Product Information Management (PIM), shop management, checkout, and Order Management System (OMS). The implementation empowered the club to offer personalized products, conduct collectors' item auctions, and deliver fully localized user experiences, all while seamlessly managing heavy traffic peaks.

"Our modern architecture, extensive feature set and deep expertise in retail provided a significant uplift in the last 12 months, both from a revenue and profitability perspective."

Director of Global Commerce

3. Maximum Flexibility at Enterprise Scale

- **Business Driver:** Flexibility is essential for enterprises to adapt and innovate in response to changing market conditions and emerging opportunities. For enterprise commerce, this requires the freedom to tailor a unique stack to orchestrate the capabilities the brand wants and needs.
- **Technology:** Built on an API-driven and composable architecture, the unified commerce platform offers total optionality and seamless interoperability. Choose to launch effortlessly with a ready-to-go holistic digital commerce solution from day one, while retaining the ability to craft a unique e-commerce experience now and in the future with full headless. With well-defined APIs and clear separation of concerns between frontend and backend systems, businesses can easily swap out components, integrate with third-party services, and implement new features without disrupting existing functionality. Containerization and orchestration technologies provide scalability and portability, enabling businesses to deploy and manage their commerce solution with ease across different environments.

- ➔ **Outcome:** Unified and composable commerce platforms offer enterprises maximum flexibility to customize and extend their commerce solutions to meet their unique requirements. With an API-driven architecture and modular design, enterprises can easily integrate with third-party systems, launch new initiatives, and scale operations to meet growing demand. This flexibility empowers enterprises to stay agile, responsive, and competitive in today's fast-paced digital landscape. components, integrate with third-party services, and implement new features without disrupting existing functionality. Containerization and orchestration technologies provide scalability and portability, enabling businesses to deploy and manage their commerce solution with ease across different environments.

How a homeware omnichannel retailer scaled their digital commerce business

>\$450m revenue

>500 stores

>5,000 employees

With customer expectations rising all the time, a leading retailer recognized the urgent need to modernize its digital commerce shop and enhance its customer-centric approach. With a clear focus on internationalization, multi-brand setup in-store, and the delivery of superior omnichannel experiences, the retailer sought a solution that would address existing system dependencies, limited flexibility to innovate, and the burdensome maintenance efforts associated with outdated systems.

The solution came in the form of a modern, all-in-one platform designed to seamlessly integrate with selected existing systems. This strategic move allowed the retailer to harness the benefits of its existing infrastructure while eliminating the complexities of maintenance and unlocking new capabilities for innovation. Key components of the platform included a state-of-the-art Order Management System (OMS), checkout, and shop management functionalities.

Within just nine months, the platform went live and the results were impressive, with notable improvements seen in key performance indicators six months later.

"As an omnichannel retailer with a large, loyal customer base, we know how vital it is to deliver a reliable and flawless shopping experience. The new platform has enhanced our digital performance by enabling reliable processes and flexible frontend changes. Its scalability has proven to be a real benefit in day-to-day operations."

Head of Digital

Conclusions

Retailers and brands are under unprecedented pressure to deliver flawless shopping experiences to consumers who expect the ultimate all the time, no matter when, where and how they choose to engage. At the same time, economic headwinds demand that brands can not do so 'at all cost' and the path to profitability crosses the mandate for business growth.

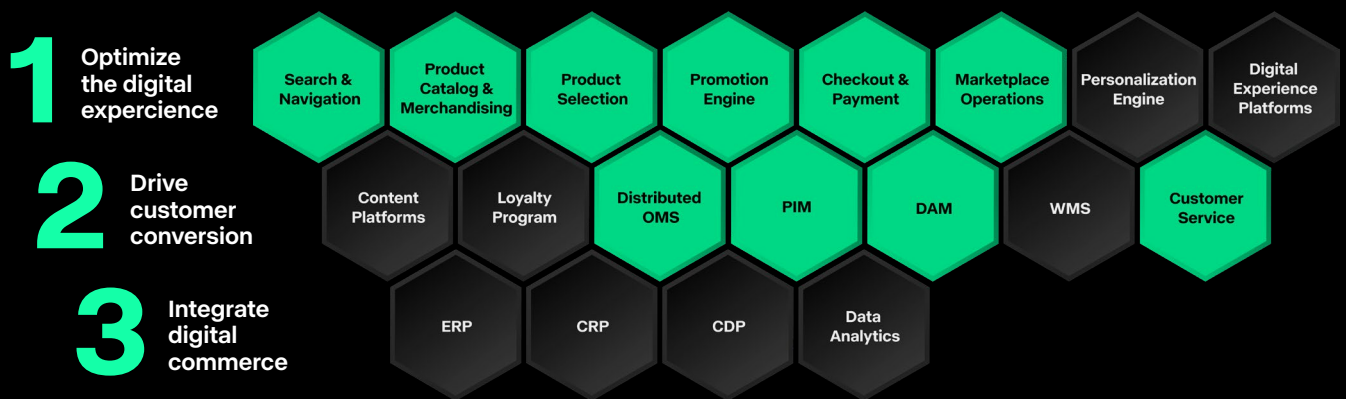
A revolutionary unified and composable approach, seamlessly fusing the advantages of composable technology with the comprehensiveness and user experience of monolithic systems provides the answer. This unique fusion empowers businesses to quickly build a complete commerce tech stack, that connects to third-party technologies while crafting a tailored digital commerce stack perfectly suited to their needs. With this approach, teams can enjoy the scalability and agility of composable architecture without the usual complexity.

Key Takeaways and Recommendations

- **Embrace Modular Architecture:** Adopt a modular architecture approach that leverages pre-built components and standardized integration points to accelerate development and enhance flexibility.
- **Prioritize Omnichannel Experience:** Invest in technologies that enable seamless journeys across web, mobile, social media, and in-store touchpoints to deliver a unified commerce experience for consumers.
- **Power Your Teams:** Give business teams a smooth, intuitive and fun user experience with the tools to perform all the way across the shopper journey effectively and efficiently.
- **Foster Innovation:** Empower cross-functional teams to experiment and innovate by providing them with the necessary tools and resources to drive continuous improvement and differentiation, and to have fun doing it.
- **Stay Agile:** Maintain agility and responsiveness in the face of evolving market trends and consumer expectations by adopting iterative development processes and embracing a culture of experimentation and adaptation.

The Ultimate Commerce Experience - Unified and Composable

SCAYLE is the most advanced and the fastest growing unified commerce platform. SCAYLE's composable architecture gives the freedom to tailor a unique stack to orchestrate all the capabilities a brand wants and needs. Open API coverage ensures the flexibility to choose either all the SCAYLE modules, complement existing tools or add specialized 3rd party solutions. All on a cloud native platform that is built for enterprise scale.



With SCAYLE, businesses gain access to enterprise-rich features and the intuitive, simple UI they need to win in commerce, without the need for coding. This combination of configurable features and user-friendly design brings the joy back to commerce, even in the face of enterprise complexity. And by giving the tech teams the best of composable without any of the pain. Our customers consistently see 20% above average growth in their category and 30% reduced TCO - and with that outstanding ROI.

Leading brands like Snipes, Deichmann, Fielmann and Manchester United already trust SCAYLE.

[Learn more about how SCAYLE can help you build your Ultimate Commerce Experience Engine that's the perfect fit for your business and your teams.](#)

Gartner
Peer Insights™

6 “... We very much value the extensive feature set that provides a unified experience for our shop managers. Product data, merchandising, check out and order management and be run from one tool - with extensive roles and rights management.”

Public Gartner Peer Insights™ CEO Retail (50-250M USD) 5 Stars