

EBOOK

How to Leverage Composable Commerce

Lowering the risk of digital disruption



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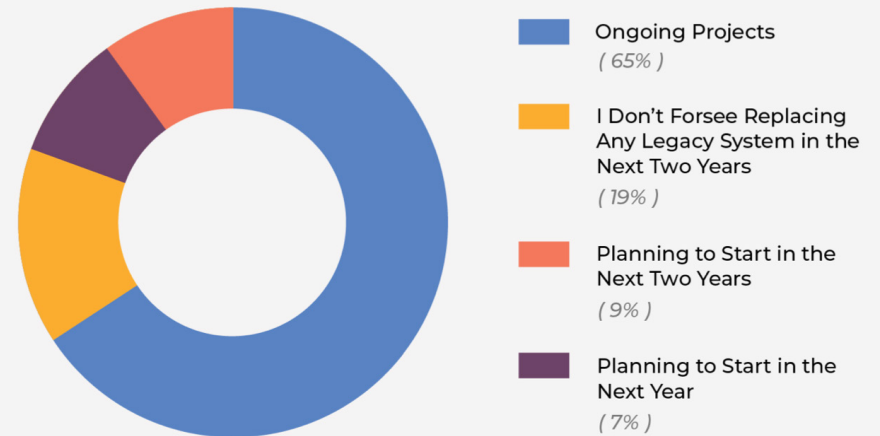
PICK AND CHOOSE BEST OF BREED COMPONENTS

Getting the edge often means leveraging best-of-breed tools. Some legacy systems are best replaced altogether, while others have components which need modernization.

The first step starts with an inventory of the differentiating feature sets tied to either new revenue initiatives or higher profits.

Traditionally, entire solutions are considered for replacement, but from a modular view, you can finally separate **WHAT** you need to update from **HOW** it needs to be updated.

Where is your organization in replacing Digital Commerce related legacy systems (ERP, POS, OMS, PIM, CMS, etc)?



Regardless of the Digital Commerce stage, organizations continue to commonly replace legacy systems regularly, placing adaptability at the top of ongoing Digital Commerce solution concerns.

Broadleaf Commerce, Artisan Studios, Unified Commerce: The Speed of Change, 29 Nov 2020, Brad Buhl, Rob Harbols

<https://www.broadleafcommerce.com/resources/unified-commerce-report>

“The most important reason to consider a strangler fig application over a cut-over rewrite is reduced risk.

A strangler fig can give value steadily and the frequent releases allow you to monitor its progress more carefully.”

- Martin Fowler



Martin Fowler, StranglerFigApplication, 29 June 2004

<https://martinfowler.com/bliki/StranglerFigApplication.html>

REPLACE COMMERCE COMPONENTS USING A “STRANGLER FIG APPROACH”

Leveraging modern design principles, legacy Commerce solutions can now be replaced at a component level.

And while a component-by-component replacement of a legacy application using a “strangler fig approach” is gaining popularity, there is also the option of replacing needed components and leaving the remainder of the legacy solution to run as is.

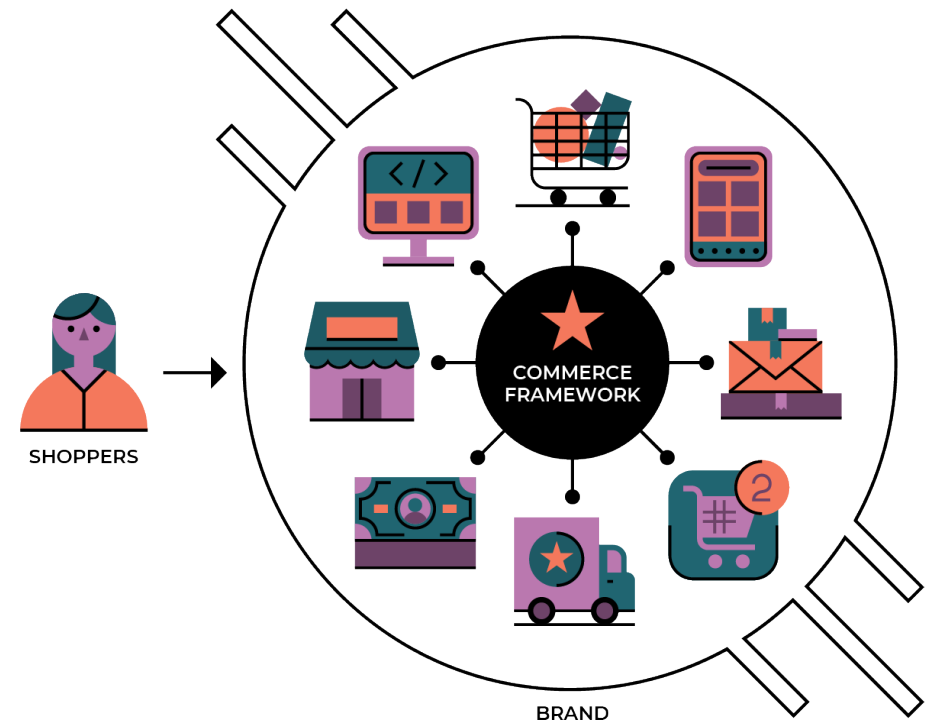
Reducing the scope of a Commerce update by taking a composable view of your solution both reduces risk and accelerates time to market.

PRIORITIZE BUSINESS RESULTS TO FUND STRATEGIC PLANS

Finding the quickest path to revenue or fastest incremental value is a logical best practice when leveraging Composable Commerce.

By taking early wins with margin or revenue lifts, more strategic initiatives which have a more lengthy return on investment are able to fund based on the shorter term improvements.

Determining **WHY** Commerce capabilities are important to prioritize is no longer hindered by **HOW** to deliver the capabilities in a composable solution.



Broadleaf Commerce, Artisan Studios, Unified Commerce: The Speed of Change, 29 Nov 2020, Brad Buhl, Rob Harbols

<https://www.artisan-studios.com/whitepapers/unified-commerce-the-speed-of-change>

“By 2023, organizations that have adopted a composable approach will outpace competition by 80% in the speed of new feature implementation.”

- Gartner®



Gartner®, Composable Commerce Must Be Adopted for the Future of Applications, Mike Lowndes, Sandy Shen, Refreshed 25 August 2021, Published 18 June 2020

<https://www.gartner.com/document/3986490>

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LEVERAGE COMPOSABLE THINKING FOR CONTINUAL INNOVATION

Innovation starts with **WHY**, leads to **HOW**, and ends in **WHAT**, but too often technology decisions are made in the reverse order.

No longer hindered by legacy thinking, Composable Commerce allows your organization to finally adopt the Agile principle of continuous attention to technical excellence and good design to enhance agility.

Composable thinking leverages Composable Commerce to drive continual innovation, not just starting, but keeping your business ahead of the pack.



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