

Capgemini



**COMPOSABLE COMMERCE
HELPS BRANDS KEEP**

**PACE WITH CUSTOMER-
EXPERIENCE EXPECTATIONS**

Businesses can implement design thinking that evolves along with consumer preferences – without the time and expense of replatforming

Redesigning the commerce experience

CMOs and Chief Experience Officers (CXOs) face a challenge that's getting more urgent as technology evolves: How can they reach their customers and affect customer behavior in a timely manner, given the time and expense required to update traditional commerce technology? Many legacy ecommerce tech solutions require longer than ideal times to adjust messaging, update content, add promotions capabilities, and get new product features to market. The solution lies in the emerging field of composable commerce technology.

Composable commerce deconstructs the underlying technology to embed timeliness in the stack by eliminating the need to replatform or rely entirely on the platform's components. Rather than depend on a single platform for all functions, composable design allows companies to swap out new commerce capabilities from a variety of providers without replacing the underlying platform.

This approach allows marketing and CX teams to deploy promotions, content, and new features at a pace that more closely matches the speed at which businesses need to move now. For example, if marketers want to alter a site element, they can make the change without having to wait for the IT department, software development, or other limitations imposed by legacy commerce technology. The composable approach brings commerce technology closer to business users inside the organization who are doing the CX and merchandising work, so they have the power to make prompt changes without a loss of governance or rigor.



The ideal commerce architecture meets customer expectations for ease of use and personalization. These expectations trend upward year over year. Consider that in 2022, 73 percent of customers **in a Salesforce survey** said they expect the companies they engage with to understand their “unique needs and expectations,” up from 66 percent in 2021. Fifty-six percent of those customers also said they “expect offers to always be personalized,” up from 52 percent in 2021.

As new technologies evolve, such as enhanced search capabilities, one-click social commerce, or fully personalized touchpoints – and as customers develop preferences for them – retailers and brands must be able to implement and iterate those technologies quickly. That's not easy to do with a legacy commerce platform. Over time, the gap between the capabilities of monolithic commerce platforms and the experiences that customers expect can require moving to a completely new platform.

Composable commerce better supports iterative design thinking. For example, sometimes changing one element is all that's required to fine-tune the customer experience. Composable architecture has the flexibility and end-user control to make it easy to implement these small changes without updating the entire site. That means the experience design can evolve alongside customer preferences, at close to the same pace, without a major technological overhaul.



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Composing a future-proof commerce architecture

In addition to eliminating the cost of future replatforming, technology additions, and upgrades, composable commerce allows companies to access better solutions for specific functions in the near term and accelerate the launch of those new commerce elements. In particular, composable allows organizations to unleash the full power of content-led commerce by making it easier to deploy the right content for each channel at potentially lower operating costs.

For example, commerce platforms come with some content-management features, but they're not usually as powerful as the purpose-built composable CMS options on the market. Integrating a fully featured CMS – one that the content team already knows how to use to create content, manage workflows, and publish updates – allows companies to access the best features of the commerce platform and the third-party CMS. That third-party CMS, for example, may have segmentation and personalization capabilities that surpass those of the underlying commerce platform's content tools, and that's critical for meeting customers' personalization expectations.

Composable commerce architecture also allows for better operational efficiency, and not only because the company no longer needs to commit internal resources for periodic

replatforming. To return to the CMS example, a good third-party CMS will allow the content team to handle creation and updates largely on their own, without requiring time and input from the IT team. That can help the marketing team create more timely campaigns, and it frees IT to focus on its core tasks.

Finally, with composable commerce, changes in the stack can be incremental, unlike the process of a full “fork-lift” replatforming. A company can choose a specific channel or function to upgrade, test the new elements, and then roll out improvements and expansions at a pace that matches their budget and available resources. In short, composable commerce helps companies deliver better experiences sooner, and avoids the need to reinvent the commerce technology wheel every few years. Instead, companies using composable architecture can keep a forward-looking perspective based on the experience they need to deliver next, rather than constantly finding ways to cope with what their commerce platform lacks.

Capgemini has the experience and expertise to help your organization make the transition to future-proof composable commerce. Get in touch with us to learn more.



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