



In a Composable Commerce world, Buy vs. Build is no longer relevant.

The best choice today is Buy AND Build, giving you the best of both worlds

The situation:

After years of frustration and expense running commerce on antiquated monolithic platforms — maintaining, updating and working around their limitations — many brands now realize that to continually meet consumer expectations, support business growth and adapt to a constantly changing world, they need to move to a more modern solution.

Thankfully, multiple technological advances including microservices, APIs, Cloud and headless have emerged. Together, they form MACH™ architecture, which has disrupted the industry and led to the birth of [composable commerce](#), a new, more modern approach to building technology systems. While it's only a few years old, [Gartner®](#) and [Forrester®](#) predict it will drive the future for customer-driven businesses.

Some brands are diving into composable commerce on their own, thinking that taking a 'homegrown' strategy will free them from the restraints of their existing platforms, giving them more control over the commerce experience while also lowering costs.



Now that we have a modern headless platform, this is where the real fun starts, where we can enable omnichannel features and functionalities. This points to doing a lot of things right.

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The problem:

Building your own tech stack from scratch is a long, difficult and expensive undertaking — and one that ultimately doesn't deliver any real benefit to your business.

The solution:

Thankfully, composable commerce provides a better option. No longer do you have to choose between do-it-yourself or buying an all-in-one platform. Instead, you can integrate the best of both worlds, and in the process [increase ROI while lowering TCO](#). It's a very straightforward approach:

- 1. Choose core commerce components to “buy” from SaaS vendors:** PIM, search, cart, and payments are just a few features available as pre-packaged business capabilities (PBCs). Once you [do your due diligence](#), you'll realize there's no valid reason to build these when best-in-class options already exist.
- 2. Design and build custom features** — Once you implement your commerce engine, you can focus your time and resources on creating experiences that enhance the customer journey, enable seamless omnichannel excellence and allow you to continually deliver innovation that differentiates you from the competition.

The benefits:

Here are 5 **real** benefits of composable commerce. (There are more but these are key):



You don't have to worry about compatibility issues. Each [API-first](#) component fits into the others seamlessly like LEGO® blocks, giving you the ability to "compose" a solution that fits your exact vision.



You don't actually have to "buy" anything. With SaaS solutions, it's more like renting — and if you're not happy with the product or service, you can swap it out and replace it at any time.



You only pay for the services you actually use. No longer are you stuck with paying for a giant monolithic platform that provides everything you need plus a bunch of things you don't.



You never have to stress out over server capacity again. Instead, your [cloud-native](#) stack delivers auto-scaling capabilities that adapt to seasonal spikes and strategic growth initiatives. Plus, updates magically happen automatically!



You get an agnostic environment that allows you to make modifications and updates and experiment with custom features at any time with minimal risk. Even non-technical teams can launch initiatives without involving IT.

The conclusion:

Large enterprises including [John Lewis & Partners](#), [Express](#) and [Bang & Olufsen](#) have discovered that with composable commerce, their costs go down while their flexibility, agility and productivity go up.

To get answers to all your questions about composable commerce along with a step-by-step migration plan, download [“Your journey from a homegrown platform to commercetools Composable Commerce”](#).

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