

What is Composable Architecture and why is it Imperative to Future-Proof Retail Businesses?

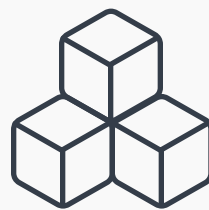
Composable Architecture

Having a composable architecture means that every component within your digital offering (both online and in-store) is pluggable, scalable and replaceable, meaning that systems can be continuously improved through agile development to meet evolving business needs. With customer expectations evolving rapidly, retailers will now have the agility to react quickly against the competition (where transformation roadmaps are long and time intensive) to deliver superior omnichannel experiences.

Why is this approach fundamental to Retail?



Achieve true Omnichannel success with all online and in-store digital systems speaking to one another and sharing data (e.g. customer behaviours) via API connectors



Continually improve existing solutions with regular unobtrusive updates, instead of big disruptive system upgrades that require an element of downtime



Universal Basket Creation provides your customers with the ability to create and take their basket anywhere - online, offline and everywhere in between.



Speedier Digital Transformation by new solutions being simply “connected” to the existing digital ecosystem, instead of requiring a lengthy integration process



Next Generation Checkout is achieved through the universal basket being made available to all channels and interfaces, so customers can transact anywhere



Streamlined Workflows and Processes for internal IT teams so they can focus their attention on other transformation projects that are taking place in the business



Open Source API Ecosystem opens the possibility for multiple suppliers to support different areas of the business (e.g. your online and in-store Next Gen specialists)



Cloud-based Ecosystem means that solutions are always on, can be accessible from anywhere and can be scaled indefinitely, giving you the freedom to transform



Growing Customer Expectations for the store (which has traditionally found it hard to keep up with online) can now be exceeded in a short period of time



Cost Effective Now and in the Future by removing the need to continually invest in large CAPEX-intensive updates or replatforming that are commonplace in retail

Mercaux's Next Generation In-store Experience, Universal Basket & Checkout Platform is here to futureproof your business by being developed with MACH principles (Microservices based, API-first, Cloud-native SaaS & Headless).

If you would like to extend the reach of your headless commerce strategies to the store and provide your customers with the ability to create, take and checkout their basket anywhere, please get in touch.