



In this hour-long webcast, hear from leading technology experts at commercetools, Emakina, Amplience, Fluent Commerce and Google Cloud for an open discussion about the business benefits of composable commerce, the impacts of a MACH-driven commerce architecture and how you can use the principles of MACH to achieve your 2021 business transformation goals.

Agenda

- 01 Introduction to your panel
- 02 Digital Transformation at the speed of MACH
- 03 Panel Discussion

Your Panel for today and Partners for tomorrow



Nikhil Kulkarni,
Sales Director,
MENA,
commercetools



Aytek Ekici,
Chief Technology
Officer,
Emakina



Rob Shaw,
Managing Director
EMEA,
Fluent Commerce



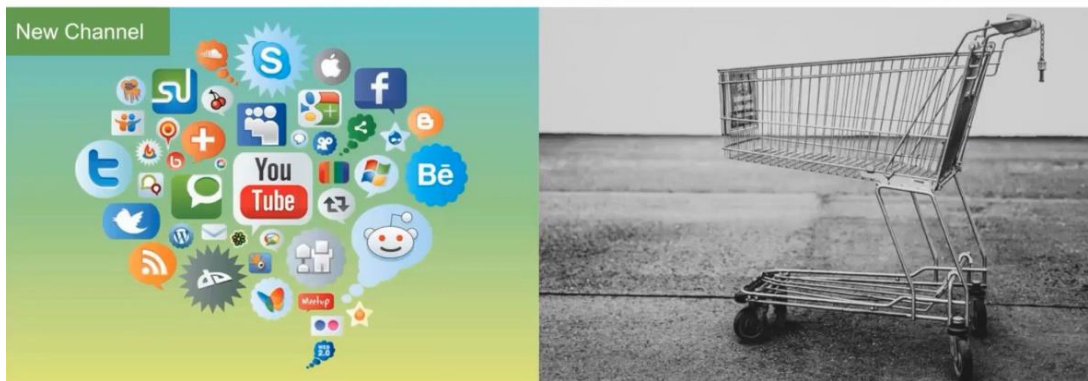
Adam Sturrock,
VP Product
Marketing,
Amplience



Rani Hmayssi,
Regional Manager,
Google Cloud

Why change?

Does it feel like playing a game of chance with your cart?



The channels available to shop for items are increasing, even Twitter is making tweets shoppable. Your company's e-commerce techstack needs to be marketing and making all the channels available for customers to find their products.

We are working with software designed to deliver this



We need more than a web experience to deliver our products

To deliver this



Virtual Reality



Social Media



Augmented Reality

We should be capturing the customer experience in the channels that they are in; content and commerce needs to come together in several channels for top experiences

As a lot of us are stuck on these...



Even though they have new names, their underlying stack is still stuck in the late 2000s. Microservices and APIs are the norm these days using approaches like headless commerce that is composable.

Composable Commerce

Digital commerce platforms for multi-experience world delivered using **packaged business capabilities** to move toward **future-proof** digital commerce experiences - Gartner June 2020*

Gartner®



Microservices



API-First



Cloud-Native



Headless



WHAT

A future-proof commerce architecture
Best-of-breed Packaged Business Capabilities (PBC)



WHY

To deliver innovation
Accelerating pace of change of business needs



HOW

Assemble digital experiences with modular components
Follow the MACH principles



commercetools
Next generation commerce

Vision: Provide a unified platform for all channels



Any Channel
Built for B2E

Headless
API-first, microservice-backed

Multi-tenant SaaS
Pure service, no upgrades

Developer Friendly
Five SDKs, GraphQL, nice APIs

"Customers like AT&T, Burberry and Dawn Foods needed a single platform to support their B2B, B2C, Marketplace and future channel needs."

Digital Transformation at the speed of MACH

A New
Technology to
Build the Future
of Digital
Commerce



Individually
consumable
"on demand"



Microservices
-optimized to
drive innovation



With commerce
concepts for the post-PC
era



Inherently
made for best
of breed

Our Foundation:
The Most Modern
Commerce
Architecture



Cloud-Hosted



Programming
language
agnostic



Approx. 100 new
functionalities/year



Connecting
the "old world"



Creating completely
new commerce
experiences



From Ads to Cart



These allows you to optimize the marketing spend you are making within the best channels you are in; we allow you to put a basket at the end of the channel experience that your customers are in

However, we take it further



We are the only partner who can deliver Ads to Cart strategy....

1. commercetools customers can now instantly list their products for sale in Google Shopping and post product-related ads across the entire Google Ads ecosystem
2. commercetools customers can natively leverage Google Cloud products such as Recommendations AI, Vision AI and Apigee
3. commercetools customers can now instantly provide authoritative product data to Google search via Google's Manufacturer Center

Your Business Benefits

Adaptability

Move at the speed of culture

> 20% Conversion

Customer Expectation

Flexibility

Extend, tailor, customise best fit solution

AOV > 40% impact

Leverage disparate data sources

Scalability

Move from one fits all to best fit tiered solutions

Test, Learn and move at speed you need.

TCO < 75%

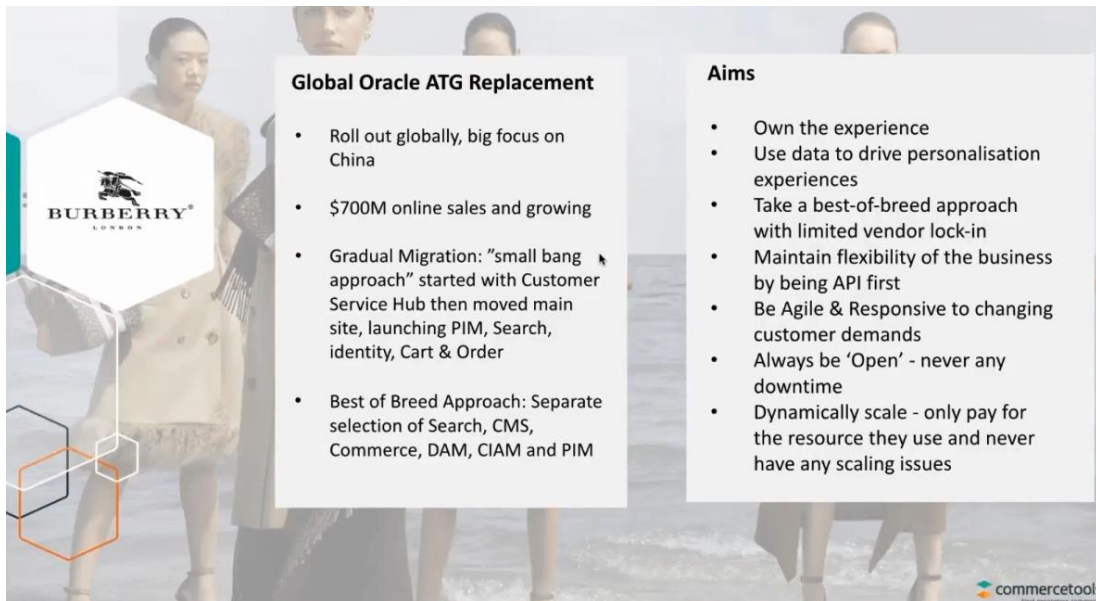
Start small, grow exponentially

Speed/Time to Market

2 - 3 times faster to market

Return On Ad Spend

Market Leadership



Global Oracle ATG Replacement

- Roll out globally, big focus on China
- \$700M online sales and growing
- Gradual Migration: "small bang approach" started with Customer Service Hub then moved main site, launching PIM, Search, identity, Cart & Order
- Best of Breed Approach: Separate selection of Search, CMS, Commerce, DAM, CIAM and PIM

Aims

- Own the experience
- Use data to drive personalisation experiences
- Take a best-of-breed approach with limited vendor lock-in
- Maintain flexibility of the business by being API first
- Be Agile & Responsive to changing customer demands
- Always be 'Open' - never any downtime
- Dynamically scale - only pay for the resource they use and never have any scaling issues

commercetools



Nuts.com

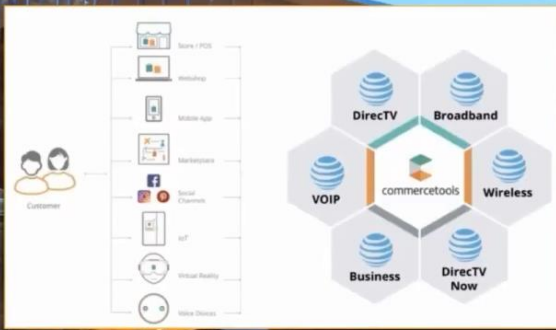
Nuts.com evolved from a family-owned storefront in 1929 into the online destination for nuts, dried fruit, superfood and a variety of snacks, with a staggering 4,000 unique SKUs sold to a growing global audience of fans.

B2C – Food

Migration from an in-house monolithic
Adopted an agile methodology and developed cross-functional teams
Flexibility to update and expand the core business

"Moving to the commercetools commerce platform gives our technology, merchandising and marketing teams the foundation they need to continue to grow our business."
– Alex Shiferman, vice president of technology at Nuts.com

Case Study



- commercetools now powers AT&T.com for browse/shop
- Model extremely complex product offers
- Oracle Commerce replacement

One in four of all iPhone 12's sold in North America were sold via commercetools during the 2020 launch week, via AT&T in the US and Rogers Communications in Canada.

TRINNY
LONDON

Trinny offer a portable, versatile range of makeup, with colours to suit every skin, hair and complexion type. Contained in a clickable T-pot, a smart, simple system called the 'The Stack' with as many or as few products as a customer needs to refresh their look throughout the day.

B2C – Beauty

- Migration from Shopify as it was not performant enough when running headless
- Goal: unified customer-centric experience
- Headless front-end powered by Contentful
- Wanted to use GraphQL with back-end for front-end layer (BFF)

Specific challenges around Bundles

Duos –bundled products usually two or three where the variants have already been picked and are priced as the sum of the original products. The cart needs to see duos as a single product that can either be updated or removed.

Stacks –bundled products that can range from 3 to 8 products and the variants are chosen at the time the stack is added to the cart. The stack is price pointed so is less than the sum of the products contained. Like the duo the stack should be treated as a single product in the cart when updating or deleting.