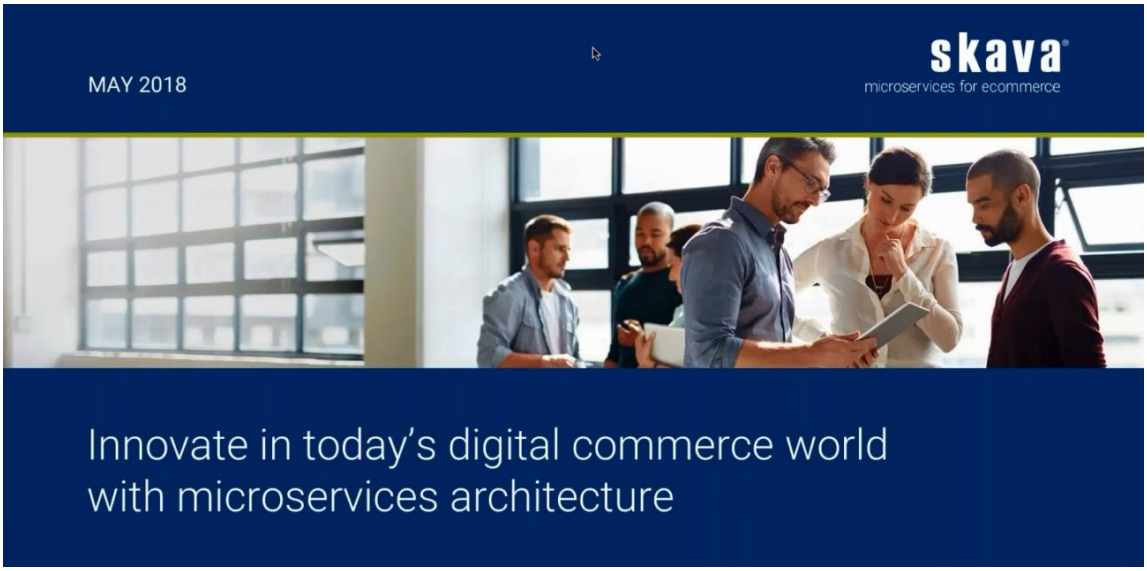


Modern commerce is constantly evolving and brands must be disruptive to exceed customer expectations. Enterprise brands are stuck with their legacy monolithic platforms, which are outdated, rigid, and hinder innovation. Join Skava's ecommerce experts, Dave Barrowman (VP and Head of Innovation), David Levine (Platform Architect) and Jon Feldman (Senior Director, Product Marketing), as they dive into the world of microservices and how they help brands innovate faster and experiment with new ideas without the monolithic barriers.

Digital commerce is constantly evolving

- Brands want to be disruptive
- New technologies are emerging (AI, AR/VR, Voice, IoT) and they will soon become the norm
- Brands are struggling to keep up with their customers and meet their needs
- Pace of changes is accelerating
- FOFB: fear of falling behind

Are brands constrained by the monolith?

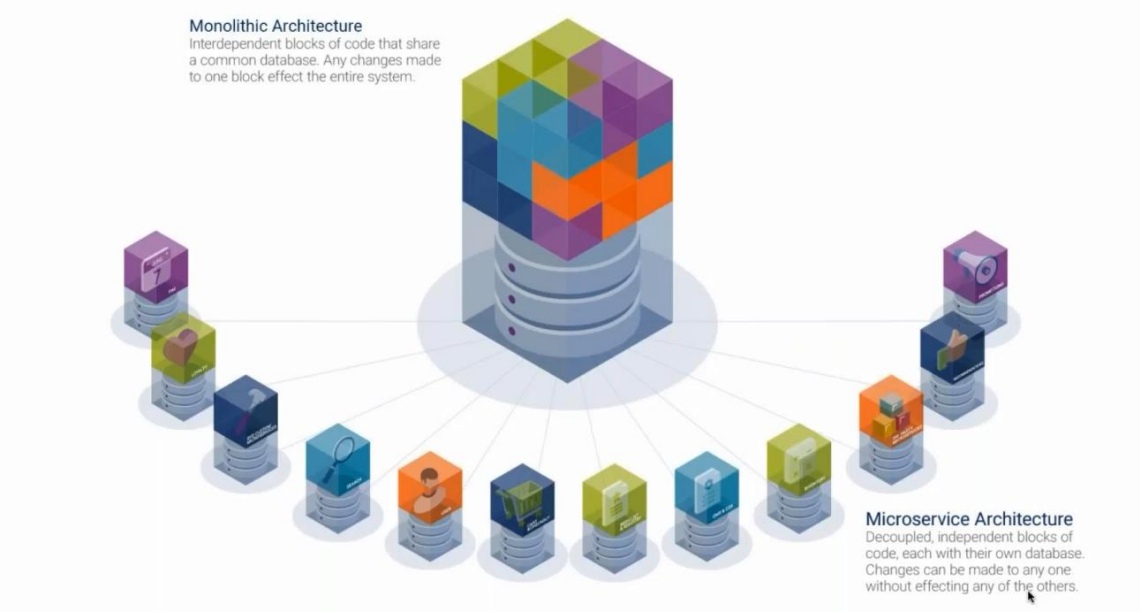
What do we mean by the monolith?

- A monolithic platform is "tightly coupled."
- Every part of the code is dependent on and makes considerable assumptions about every other part of the code.
  - Limited flexibility to scale and experiment new ideas.
  - Unable to market products faster and make business changes on the fly.
  - Outdated and rigid platform puts a roadblock on innovation.

A single code change to an application can result in the entire system breaking. IT must redeploy the entire platform after any changes.

Over time, the codebase becomes complex, new dev teams are hired and don't understand the decisions that were made, and modernizing the software becomes very expensive and slow.

What about microservices?



A platform built on microservices allows you to...

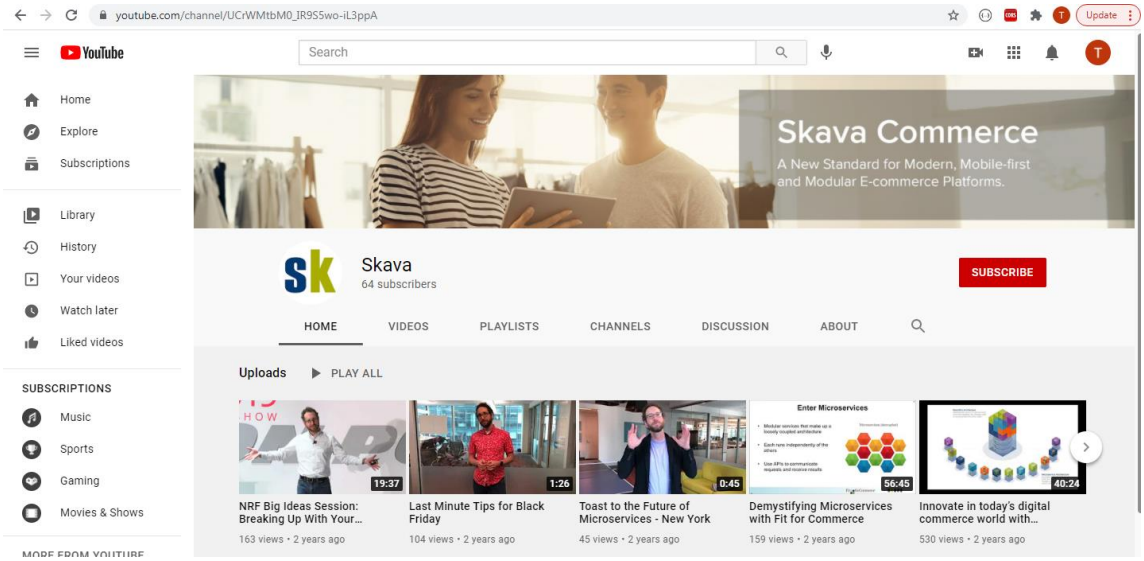
- experiment new ideas without creating a huge burden on the future
- push the experimentation out to the business
- decentralize ownership
- innovate more freely without worrying about blowing up the entire system
- keep the platform up-to-date and clean (so it's not another monolith)
- invest in emerging technologies to create a unique customer experience
- move quickly with confidence

The idea is to try lots of stuff and fail fast – launch new experiences, experiment, and recover immediately upon failure, ultimately reducing technical debt.

Adopt the microservices approach in increments by solving one pain point at a time.

Key takeaways!

- Brands must be disruptive as digital commerce is evolving *fast.*
- Microservices are standalone business capabilities, independently deployable, and each with its own dedicated database, well-defined APIs, and an admin console that runs in its own process.
- Build, test, and deploy customer experiences faster.
- Test different ideas and fail fast – avoiding technical debt.
- Identify your challenges and solve them first, one pain point at a time.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