![commercetools logo]

Reimagining Retail Commerce in 2024

Why your strategic plan needs to start with composable commerce

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Introduction

Seven years ago, in 2017, we introduced the groundbreaking white paper, "Reimagining Retail Commerce...with the Right Tools," challenging traditional retailers to shift their focus from competing with giants like Amazon to building their own unique commerce experiences. The paper urged businesses to craft brand experiences that are inviting, authentic, distinctive and personalized.

The initial release garnered widespread attention with thousands of downloads, highlighting the resonance of its insights. The core content, addressing the challenges of monolithic platforms and championing a flexible framework, remains relevant. However, in today's world, where new challenges constantly emerge — from geopolitical tensions to workforce disruptions and an ever-looming global recession — retail commerce continues to evolve. New shopping methods continually surface, emphasizing the indispensability of blending physical and digital touchpoints, as well as embracing emerging trends. Recognizing the need to adapt to these dynamic shifts, we present the latest iteration of our white paper.

As industry thought leaders, we have not only gathered insights from within commercetools but have also sought the expertise of our partners and customers to provide comprehensive observations on the current status and future trajectory of retail. We aspire for this white paper to be a crucial resource that retailers revisit annually to ensure they stay ahead in a dynamically changing industry.

Welcome to a renewed exploration of the transformative possibilities in retail commerce.

Commerce in an Always-Changing Digital World

Thriving in a tech-driven era

The shifts in retail commerce over recent years are unparalleled, driven not only by global events but also by the rapid emergence of transformative technologies that quickly become expected by customers, challenging businesses to innovate and adapt continuously.

In this era of "always changing," the key to navigating the opportunities and challenges lies in establishing the right technology infrastructure and having a modernized tech stack that keeps up with the demands of a modern business. A customer-centric approach to commerce has emerged as a critical factor, with customer journeys serving as the linchpin of a retailer's success. Ensuring connectivity, seamlessness and unity in customer experiences is paramount — as is technology that enables all of these things.

It cannot be overstated how imperative it is for retailers to be flexible enough to wholeheartedly embrace what's new to grab customer interest and retain their loyalty, as well as outpace competitors. The stakes are high: Retailers who cannot adapt will — quite simply — fail.

As the retail industry continues to evolve, leaders must not only learn from past experiences but also embrace transformative technologies to stay ahead. Are you ready to seize the coming opportunities?

The 2024 customer mindset

When it comes to retail, customer expectations are at an all-time high because they have more options than ever before, and technology has made it easier to compare prices, products and services across a wide range of retailers. This is how global shopping behaviors and preferences are shifting.

OPPORTUNITIES

CHALLENGES

Returns and customer service

76% of online shoppers in the US want **free returns** from the retailers they shop with.[1]

67% CHECKOUT

of US customers prefer **self-service** over speaking to a company representative.[2]

Cart abandonment

70% is the global **shopping cart abandonment** rate in the retail industry.[3]

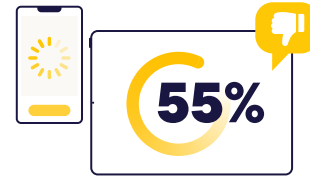### Digital product discovery

75%

of US online shoppers rely on **product photos** when deciding on a potential purchase.[4]

50% of online consumers in the US use **social media** to discover products.[5]

Mobile-first user experiences

55%

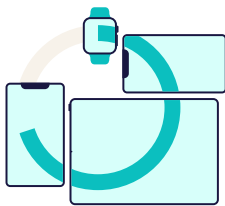of US shoppers say that a **bad mobile experience** will make them less likely to engage with a company.[6]

Customer experience

73%

of global customers say **CX is the #1 thing** they consider when deciding to buy from a company.[7]

71% of US consumers agree that **AR apps** would make them shop more frequently from a retailer.[8]

70% of internet users in the US report using **shopping apps** on their phones or tablets.[9]

Returns and inventory management

30% of online purchases are returned in the US.[10]

OUT OF STOCK

35% of stores in the US miss sales due to **product unavailability**.[11]

The impact of sustainability
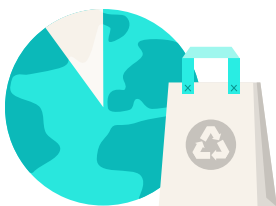
90% of Gen Z shoppers globally are willing to spend more on **sustainable products**.[12]

Cybersecurity issues

32.4% of all **cyberattacks** target the eCommerce industry, making it the most vulnerable sector to such threats.[13]

[1]Radial, [2]Zendesk, [3]Tidio, [4]Dotstore, [5]EMARKETER, [6]SuperOffice, [7]PwC, [8]Exploding Topics, [9]MobilLoud, [10]Pimberly, [11]Retail Focus, [12]Forbes, [13]Noibu

Challenges Retailers Are Facing Today

The dynamics between customers and retailers have radically shifted, necessitating a rethink in long-standing practices that simply don't work anymore that call for a digital commerce transformation. How retailers respond to the challenges in the industry is pivotal in determining whether they emerge as leaders or lag behind. Here are some of the challenges we've identified recently:

Diminishing customer loyalty

As consumer behavior shifts, loyalty to brands is declining, giving rise to shoppers who embrace boundary-free browsing and elevated expectations for speedy shopping, as well as sustainable practices. The shopping journey is now fragmented, driven by social media, influencers and online content as key sources of inspiration.

This trend is prominent among millennials and Gen Zs, leading to a market divided between expense cutters and splurgers. Quick shipping is now a standard expectation, heightening the need for retailers to adapt to retain customer loyalty. Plus, due to high inflation and the cost of living crisis in many countries, many consumers are tightening their budgets and becoming more price-sensitive, impacting customer loyalty.

Performance-related issues

Customer experience — and loyalty — face continued performance challenges, such as slow website loading, complex navigation, insufficient personalization and issues with checkout and payment methods, including real-time inventory inaccuracies.

Reducing checkout friction is also as critical as ever: According to the Baymard Institute, about 70% of consumers abandon their carts. The culprit? Overcomplicated checkout processes with numerous forms and intrusive pop-ups, lacking guest checkout options and preferred payment alternatives.

Poor mobile experience

Notably, 60% of eCommerce sales in the US during 2023 Cyber Week were completed on a mobile device, making it crucial for retailers to address mobile responsiveness. However, many retailers are

plagued with slow-loading pages or a clunky user interface on mobile devices, which can frustrate shoppers and lead to higher bounce rates, as well as lower conversion rates. If customers have difficulty navigating your mobile site or experience delays in loading product pages or checkout processes, they are more likely to abandon their carts without completing a purchase.

Hitting a growth wall

Keeping up with customer demand continues to be challenging for retailers still in 2024: For instance, Kim Kardashian's SKIMS, a shapewear and clothing brand, crashed due to unprecedented volume during Valentine's Day.

A rapidly growing retailer can encounter scalability challenges with its existing tech stack if it hinders further expansion. This could result in issues including poor system performance, limited scalability and a closed ecosystem, all contributing to security risks and an abundance of bugs that divert resources from innovation to issue resolution. The result is a susceptibility to outages and downtime, particularly during high-demand periods like Black Friday and Cyber Monday, negatively impacting overall performance.

Getting omnichannel right

Achieving successful omnichannel implementation presents a challenge akin to the widespread pursuit of improved customer experience. The difficulty lies in seamlessly integrating diverse sales channels, encompassing online platforms, physical stores, mobile apps, marketplaces and social media. Issues arise from inconsistent data across channels, impacting product catalogs, inventory levels, pricing and customer information. Additionally, coordinating orders from various touchpoints becomes complex and maintaining unified customer profiles to track interactions and purchase history proves challenging. The key hurdle is establishing a unified and consistent omnichannel experience across all platforms to streamline operations and enhance customer journeys.

Low ROI

The low return on investment (ROI) in digital retail commerce stems from the escalating costs associated with doing business. As expenses rise, particularly in growing IT costs and the upkeep of legacy systems, coupled with the expenditure on high-priced developers, the overall ROI is compromised. A slow time to market further exacerbates the challenge, hindering the efficient deployment of innovative solutions. This confluence of factors sabotages potential returns, making it imperative for businesses to address these cost-related pain points to optimize their financial outcomes.

5 Biggest Opportunities for Retailers in 2024

1. Boost revenue by targeting growing customer segments

Many retailers prioritize particular customer segments in their digital strategy, often directing their attention toward digitally savvy shoppers, primarily found within younger demographics. Millennials, Gen Z and, most recently, Generation Alpha (Gen A), the youngest consumers born between 2010 and 2024, are commonly viewed as digital natives. They continue to constitute the primary demographic focus for retailers emphasizing digital initiatives.

However, retailers must extend their gaze beyond traditional segmentations and explore additional customer groups to propel their growth plans. Not only have the older generations of Generation X and Boomers become more digitally savvy, especially as many were forced to explore digital services during the COVID-19 pandemic, but this trend goes beyond age brackets.

For instance, Forbes recently reported that the multicultural market in the US, including Black, Hispanic, Asian and other racial groups, represents a pivotal shift by 2050. The US is not alone in this multicultural trend, with Europe following suit. According to Imani Laners, Vice President of Multicultural Partnerships at Zeta Global, "As the inaugural majority-minority generation currently under age 13, they will emerge as the focal point in the next five to 10 years, reshaping the consumer landscape."

Representing those generational and multicultural changes in retail strategies shouldn't wait that long, however. Armed with these insights, retailers can focus on two tactics:

- **Expanding reach:** Retailers can harness the power of data analytics to identify and understand the preferences of these untapped segments. By tailoring marketing strategies, product offerings and user experiences, brands can effectively expand their reach and capture the attention of new customer groups.

- **Enhancing personalization:** Investing in hyper-personalization tools can assist retailers in crafting tailored experiences that resonate with diverse age groups, multicultural segments and various demographics. Customizing marketing messages, product recommendations and user interfaces can significantly boost engagement and conversion rates. However, the challenge for 2024 is delivering hyper-personalization while respecting customer privacy, protecting data and serving up what consumers have in mind — all in real time.
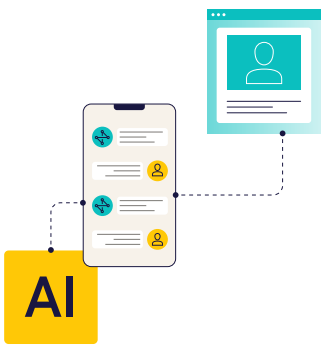
2. Bring in AI to the fold — and be intentional about your first use cases

According to Raconteur, AI in retail (which includes machine learning, chatbots, swarm intelligence, natural language processing, and image and video analytics) is expected to reach 24.1 billion USD by 2028. Experts anticipate a substantial growth in the impact of AI in retail, particularly in 2024, with a focus on personalization and creating seamless customer journeys. While AI holds immense potential for retailers, it's important to **be intentional** about the use of such a powerful tool.

This doesn't mean that retailers shouldn't experiment with the numerous possibilities of AI, but they do need to concentrate on a few use cases as a starting point. This is important not only to capture benefits faster but also to avoid spiraling costs and inefficiencies.

Focus is particularly important as AI — especially generative AI — is still a technology en route to maturity. For executives, it's crucial to differentiate what's hype and what's reality with a technology that, theoretically, provides endless use cases and benefits. Proving the worth of APIs while unlocking significant value, from improving customer experiences to reducing costs or increasing revenues, will be a core focus for retailers this year.

Another aspect to consider in the AI conversation is how customers will respond to this technology. Transparency and a customer-centric approach to AI implementation are essential to building trust and ensuring a positive user experience.

3. Prioritize customer data security

As digital platforms have become indispensable for online transactions, retailers find themselves at the intersection of innovation and consumer convenience. However, this digital prowess brings with it a crucial responsibility: Safeguarding customer data and privacy. Adopting robust measures to protect sensitive information fosters not only consumer trust but also ensures compliance with evolving data protection regulations.

For retailers to create the best line of defense, having robust security and monitoring in place is crucial — and that will become one of the most sought-after requirements for digital services, including commerce. This entails enhancing secure payment processing capabilities, implementing data encryption, enforcing stringent data governance, applying access controls and strong authentication, as well as adhering to global compliance standards.

The role commerce technology plays in supporting the security of customer data is crucial and can be done in several ways:

- **Enhancing payment processing:** Commerce technology often includes payment gateways that securely handle financial transactions. The utilization of encryption and tokenization within these gateways is imperative, providing a shield for customer payment data and guaranteeing that sensitive information remains confidential throughout the entire transaction process.

- **Advanced data encryption:** These technologies employ state-of-the-art encryption mechanisms to safeguard data both at rest and in transit. Customer data undergoes encryption when stored on servers and during transmission, making it extremely difficult for unauthorized parties to access or intercept.

- **Rigorous access controls:** Commerce technology enforces strict access controls. Restricted to authorized personnel, access to sensitive customer data is carefully regulated, significantly mitigating the risks associated with data breaches caused by insider threats or unauthorized entry.

- **Real-time monitoring and alerts:** Integrating monitoring and alerting services is essential, enabling the swift detection and response to security incidents. Incorporating anomaly detection and threat intelligence, eCommerce tech identifies and addresses potential threats promptly, enhancing the overall resilience of the system.

- **Compliance with regulations:** Best-in-class commerce technology should be designed as a data processor to adhere to relevant data protection regulations, such as the General Data Protection Regulation (GDPR) or the Payment Card Industry Data Security Standard (PCI DSS), ensuring that customer data is handled in compliance with the law.

By incorporating these features and adhering to best practices, commerce technology becomes a pivotal ally in creating a secure environment for customer data, minimizing risks and preventing fraudulent activities.

4. Obsess over the post-purchase experience

Beyond the transaction itself, it's the post-purchase journey that fosters lasting connections and maximizes customer lifetime value (CLV). From personalized engagement initiatives to seamless customer support, retailers can explore a range of tactics to create a symbiotic relationship that extends far beyond a single transaction.

- **Seamless post-purchase services:** Retailers must prioritize a seamless post-purchase experience characterized by efficient order fulfillment, simplified return processes and proactive customer support. Incorporating advanced technologies, such as chatbots and automated tracking systems, can significantly elevate the overall post-purchase journey. Additionally, retailers should invest in personalized communication strategies, tailoring post-purchase messages to individual customers based on their preferences and purchase history.

- **Engagement and loyalty programs:** Implementing loyalty programs and personalized post-purchase engagement initiatives can foster a strong connection between the brand and the customer. Consider designing and promoting loyalty programs that offer rewards, discounts, exclusive access and even unexpected bonuses to delight customers and incentivize repeat purchases.
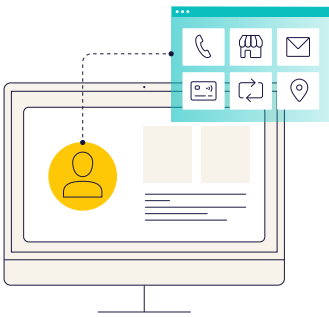
5. Bridging online and offline experiences

Bridging the gap between physical and online experiences, also called phygital, refers to integrating digital technology into physical retail spaces to create fluid customer journeys. As shoppers continue to flock to brick-and-mortar stores, blending online and offline experiences is a natural evolution for retailers that explore seamless omnichannel commerce.

To bring a phygital strategy to life, retailers must create a holistic approach that aligns operations, product delivery, pre-sale and post-sale experiences to create a seamless customer journey. Embracing an omnichannel strategy is crucial across in-store, online or through mobile apps is a vital strategy to make shoppable experiences seamless, no matter the touchpoint at which the consumer starts or finishes the buying journey.

Retailers should also take into consideration that data and analytics are at the heart of a successful omnichannel strategy. By enabling unified customer profiles, retailers can ensure that customer information is consistent across all touchpoints. Not only does this facilitate personalized experiences but also streamlines operations big time.

The Power of Personalization and Omnichannel Retailing

An interview with Ketan Kansara, Enterprise Account Executive, commercetools

With over 20 years of experience in technology and eCommerce sales, Ketan Kensara has experienced the evolution of the industry — and it's only served to build his passion for helping organizations create world-class digital experiences.

What do you feel is top of mind for customers right now?

In today's digital age, consumers expect a truly seamless and personalized shopping experience across various touchpoints, physical and digital. As technology evolves, businesses have to adapt their strategies to meet these demands. Two key strategies that have emerged: One, personalization — both customer experience personalization and product personalization — and two, omnichannel retailing.

What does personalization entail from your perspective?

Personalization is about customizing the customer experience based on individual preferences, behaviors and past interactions, so retailers don't have to ask for the same information because they already have all that information as part of your profile. Knowing more about you allows the retailer to custom-tailor your shopping journey, which can be achieved by leveraging data analytics and machine learning algorithms.

What are the benefits to the retailer?

One of the primary benefits of personalization is the ability to enhance customer engagement and improve customer satisfaction. After all, when you feel understood, you're more likely to remain loyal and make repeat purchases. Online retailers can use their customer's browsing history and purchase patterns to recommend relevant products. A great example here is Jaycar Electronics. Say, I'm an enthusiast building a particular robot, and I might not know that another chip can enable my machine to do all these other things. They can recommend products and services tailored to my interests [because they know what I've purchased in the past], and this enhances my experience. That's unique personalization — and it's the kind of thing customers notice and get value from.

How is personalization evolving in commerce today?

It's the little things, like the brand knowing you like the color black and putting apparel that is black at the top of the product page. Or when you're typing in a search, it's completing that search for you because it knows what you've been looking for, so it removes that friction for you.

In the near future, retailers will be able to make product suggestions on what to buy that will look good with items you've

purchased before. If you are a Lacoste customer and they know you've bought t-shirts, trainers and other cool gear, they can offer you things they know will work for you. I think it would inspire you to make better use of your wardrobe, right?

How does a retailer translate this personalization to their brick-and-mortar channel?

Brick-and-mortar stores help leverage customer data for personalized store experiences — and to collect additional data. So if I go into a Jaycar store, an expert can look me up and say, "Hey, Ketan, I can see that you've purchased these specific items and that you're building a workbench right now, so here are some things that would be relevant to you."

Personalization extends beyond recommendations though, encompassing every single touchpoint along that customer journey like mobile, desktop, tablet, email communications. No matter the channel, the retailer should deliver that same level of understanding of you to foster deeper customer connections.

So, personalization and omnichannel retailing should be employed together?

Omnichannel retailing involves integrating various channels online and offline so that a retailer can deliver a seamless, cohesive shopping experience that lets customers move from channel to channel without friction — instead of viewing each channel in isolation.

For instance, a customer may browse products online and then visit a physical store to see the items in person. With omnichannel,

the cart could start on any channel and it follows the customer until they check out.

Imagine if you see an item from a retailer you love in an advertisement at a bus stop and can scan a QR code to put that item in your cart or purchase it immediately. You get an interactive experience while creating attribution for the retailer that the marketing tactic worked.

Omnichannel retailing enables you to heighten the level of personalization you're delivering to the customer. But, the key to omnichannel retailing is to put the technology and processes in place to ensure your customers can transition between channels without any inconsistencies.

What needs to happen to get retailers to move forward?

Business leaders should prioritize the challenges that are escalating from being trapped by their existing technology. They have to understand the impact and the benefits, explain them to the CFO and then, of course, put a change management process in place.

Essentially, personalization and omnichannel retailing create a synergy that drives customer engagement, satisfaction and loyalty, positioning themselves for sustained success in an increasingly digital, interconnected world.

The New World of Commerce

First wave: Legacy solutions

The initial wave was characterized by legacy solutions anchored in on-premises servers and third-party hosted platforms. These early solutions were rigid and resistant to change, often requiring substantial effort for even minor updates. Their monolithic architecture made integration complex, limiting adaptability in a rapidly changing digital environment. Examples are SAP Commerce Cloud and Oracle ATG.

Second wave: Monolith SaaS

The second wave ushered in the era of monolith modern SaaS (software as a service). This brought about a paradigm shift in the buying model, introducing a new operational expenditure (OpEx) approach and incorporating more services within annual fees.

While reducing uncertainty around running and maintenance costs, these platforms retained the expansive nature of monolithic architecture. The incorporation of headless architecture and API enablement marked a response to the maturation of cloud technology, yet they maintained the structural rigidity of their predecessors. Examples are BigCommerce and Salesforce Commerce Cloud.

The monolithic platform roadblock
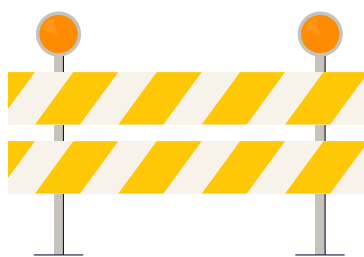
Has your commerce platform become a blocker instead of an enabler of success? These are the reasons why your monolithic platform may be failing you:

- **Complexity and rigidity:** Challenging to adapt to changing business requirements, and introducing new features or making changes are time-consuming and costly.

- **High development and maintenance costs:** Building and maintaining a monolithic platform can be expensive. The initial development requires significant investment and ongoing maintenance costs can escalate as the platform ages.

- **Long development cycles:** Making changes or introducing new functionalities typically involves long development cycles. This lack of agility can hinder retailers from quickly responding to market demands or implementing innovative features.

- **Integration challenges:** Integrating third-party services with a monolithic platform is difficult. This can be a problem as retailers often need to connect various systems for payment processing, inventory management and customer relationship management.

- **Scalability issues:** Monolithic platforms may struggle to scale horizontally to handle increased loads. Scaling often involves upgrading the entire system, which can lead to downtime and disruptions. The platform may not accommodate the increasing complexity and volume of transactions or may become cost-prohibitive at scale.

- **Limited customization:** SaaS platforms often offer a one-size-fits-all solution, limiting the level of customization retailers can apply to meet their specific needs. This can become a huge headache for businesses with unique requirements.

- **Dependency on vendor updates:** Retailers relying on a SaaS solution are dependent on the platform provider for updates and new features. This lack of control can be challenging if the vendor's roadmap does not align with the retailer's strategy.

Third wave: Fully composable solutions

The third wave represents embracing fully composable solutions, embracing cloud-native, component-based and tech-agnostic technologies.

This fully composable approach represents the pinnacle of flexibility, scalability and adaptability to the dynamic needs of modern retailers. This allows organizations to assemble tailored systems, fostering innovation and integration with the broader technological ecosystem. According to this definition, the only example is commercetools.

Buyer beware: Composable washing

Some providers claim composability through "composable washing," presenting monolithic solutions as fully composable, but they fall short in true scalability, agility and customization. So, keep your eye out for vendors that employ vendor lock-in tactics, limited customization options and opaque APIs and documentation. To avoid falling for false claims, reading reviews, analyst reports, case studies and seeking references can provide valuable insights into the vendor's true level of composability.

Composable commerce: Meeting modern needs

Composable commerce is a modular development approach that allows retailers to choose the components they need to build and run outstanding shopping experiences. For a system to be considered genuinely composable, its core traits should include cloud-native SaaS, component-based and a tech-agnostic environment.

Together, these elements deliver enhanced flexibility, scalability and performance for your eCommerce platform, so you can adapt and make changes easily and without risk. This enables you to deliver outstanding shopping experiences that delight customers, driving conversion rates and growing revenue.

An overview: commercetools composable solutions

Our flagship product, commercetools Composable Commerce, offers customizable commerce components like cart order, product catalog and promotions with maximum flexibility and agility. You can further tailor your tech stack with composable-ready services from best-of-breed vendors for CMS systems, search, shipping services and more.

Our frontend solution, commercetools Frontend, seamlessly integrates with commercetools Composable Commerce, empowering brands and retailers to craft, differentiate and quickly deploy stunning digital storefronts — afterall, it's no secret that a storefront that wows customers is imperative to get them to hit "add to cart" — so we make creating a captivating eCommerce site as easy as possible.

To additionally support your composable journey, you can tap into commercetools Checkout, which enables brands to reduce implementation time and effort by 80% for the most critical part of the customer journey. Finally, you can add commercetools Connect, which allows you to easily and quickly customize third-party integrations, speeding up your time to market. The commercetools product portfolio combines the essential elements of a successful eCommerce tech stack to create a commerce solution that's right for your business.

Please note: You can choose to integrate these commercetools solutions into your eCommerce platform...or not. Because commercetools supports a best-of-breed approach, you have the freedom to build your tech stack with whichever vendors you deem the best to fulfill your business needs.

With these building blocks, companies can:

- Create **captivating customer experiences**.
- **Reduce TCO** (total costs of ownership).
- Facilitate **scalability** as operations grow.
- Be **flexible and agile** enough to adapt to constant change.
- Automate time-consuming processes to **innovate faster**.

- **Boost revenue** streams and conversion rates.
- Expand to **new markets and geographies** quickly.
- Adopt **new business models**.
- Accelerate **site speed performance**.
- Enhance **SEO rankings**.

> **The only commerce vendor choice for businesses that see agility as essential.**
> —— Gartner Peer Insights

## commercetools Foundry: Simplify everything. Compromise nothing.

Unlock the benefits of composable faster

With commercetools Foundry, you can go live in just weeks with a fully composable commerce platform. Access a pre-composed solution that includes resources, store launch pads and AI tools to bring together everything you need to seamlessly adopt composable technology. If you're a retailer, you can accelerate implementations by 30%, cut down costs by $500K+ and speed up decision-making 10 fold with our comprehensive blueprints for B2C businesses.

commercetools Retail Winners of the Year

Let's see the power of composable commerce in action with these five success stories. If there's one common trait that these retail success stories share, it's that composable technology positioned them to adapt quickly and implement new features easily to capture the loyalty of their customers.

CHRONEXT
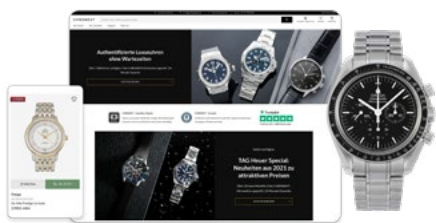
CHRONEXT, a global luxury watch platform, faced challenges with its outdated eCommerce platform, leading to slow page load times, poor mobile responsiveness and high costs for even small changes. The retailer switched to commercetools Composable Commerce and Frontend, developing a new marketplace in just three months.

The results were remarkable:

| **300%**	**40%**	**80%**	**10%**
faster website	better SEO rankings	increased developer productivity	boost in conversion rates

With composable architecture, **the company launched six country storefronts within eight months**, showcasing its considerably improved internal efficiency and scalability.

> **People at commercetools Frontend have done the impossible and fulfilled most of our requirements on time. We're definitely better off with commercetools Frontend than without. It would have taken us years to build a solution like this ourselves.**
>
> —— **Emanuel Schleussinger,** CTO, CHRONEXT

Interflora UK
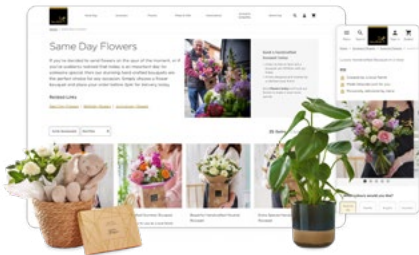
Interflora UK, flower experts with a century of tradition, gave its business a tech makeover in just nine months. Facing issues with an old and scattered in-house digital platform, the company switched to the more flexible composable system from commercetools. The results were impressive: 20% less spending on hosting, no website downtime and a complete revamp of three webshops. Now, with their updated tech, Interflora UK has **vastly accelerated its innovation frequency with bi-weekly sprint releases and the agility to deploy changes in hours instead of days or weeks**.

> **What we have all achieved in this project over the course of a year has been nothing short of monumental! To have built and launched the full tech stack we have in nine months is truly amazing.**
>
> —— **Nathan Young,** IT Director, Interflora UK

Purple
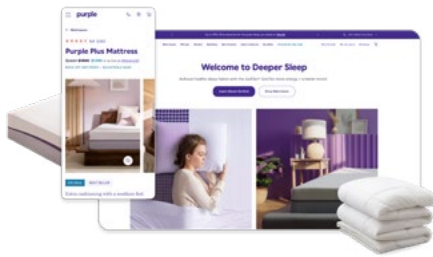
Purple, a mattress retailer and manufacturer, faced growth challenges with its initial monolithic eCommerce platform. Opting for the composable commerce solution with commercetools, the company collaborated with DMI to implement new features swiftly. Within eight months, an MVP was launched, capturing lucrative holiday sales and enabling the company to transition entirely away from its legacy eCommerce platform. With 100% of traffic moved within a week, Purple gained scalability and flexibility to dream big, allowing further development of product display pages and in-house promo engine configuration, as well the rapid **deployment of two customer bundling and promotional features** since its relaunch.

> **A few years ago, many of our strategic plans were controlled by the capabilities of our commerce platform. Today, our commercetools solution gives us flexibility, agility and scalability to initiate any vision we have — and the improved site performance has been nothing short of a game changer for us.**
>
> —— **James R. Drake,** VP, Ecommerce, Purple Innovation

SPORT 24
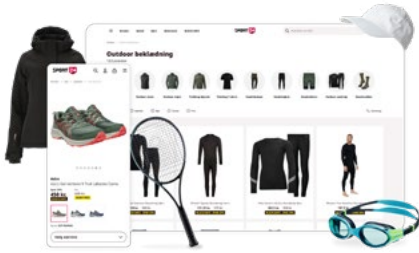
SPORT 24, Denmark's leading sports retailer, transitioned from a one-size-fits-all legacy tech solution to a composable commerce platform by commercetools. Facing sluggish performance during sales peaks and high upgrade costs, SPORT 24's shift allowed for flexibility, scalability and the ability to **create one-of-a-kind promotions with flexible data models that enable customized pricing and campaign types across various seasonal events**, boosting revenue and growth. What's more, SPORT 24 upped its omnichannel game: Customers can check product availability online in real-time across all the physical stores and reserve items to be picked up in-store.

> **When we decided to implement a one-size-fits-all solution years ago, we compromised by creating a standardized approach. However, we soon learned that SPORT 24 needed to offer unique customer experiences to be successful in the long run. The legacy tech wasn't right to achieve our goals, so we switched to composable commerce. With the flexibility of composable, we have the foundation to tap into our customer needs, no matter if they're omnichannel, AI or anything else that may pop up in the future.**
>
> —— **Jens Erik Aavild,** Head Of Ecommerce Development, SPORT 24

Woolworths
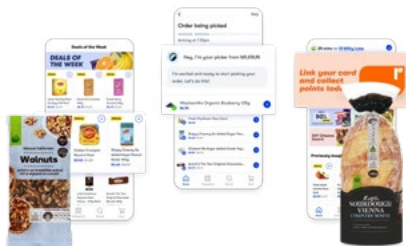
Woolworths, Australia's leading supermarket chain, jumped into the quickly growing on-demand grocery delivery market by launching MILKRUN, a new app for fast and convenient grocery delivery. Adopting commercetools Composable Commerce allowed Woolworths to see an opportunity by adding a new digital revenue stream and acting fast. The modular and flexible architecture of composability allowed the company to **integrate a new iOS and Android shopping channel in an incredible four-month time frame** — this speed of implementation would be very unlikely with a non-composable platform.

> **commercetools Composable Commerce has been a game-changer for us in adding new digital touchpoints. Its modular and flexible architecture enabled the seamless addition of our new grocery app while leveraging the scalability, resilience, cost efficiency and security benefits of cloud-native architecture.**
>
> —— **Venky Kumar,** former CPTO, MILKRUN

Next Steps

In this white paper, we demonstrated why commercetools is the right choice for retailers. If you agree, here's how to get started:

1. **Reach out** to our expert team and tell us about your business and your project so we can advise on the next steps. Alternatively, explore our network of implementation partners who can help to plan your replatforming project or check out **commercetools Foundry** to accelerate your deployment to commercetools.

2. **Explore** our customer stories to learn how other companies tackled migration to commercetools and their results. Get inspired with metrics that facilitate internal buy-in by speaking the language of your business leaders. For instance:

   - Fashion brand, **Express**, handled 3x the traffic on Black Friday without a hitch and added five significant capabilities to their digital experience in three months.
   - Automaker, **Audi**, implemented in-car commerce across 1 million vehicles in 30 markets.
   - Men's fashion retailer, **Harry Rosen**, digitized its style consultations that now account for 10% of digital sales.

3. **Create** your minimum viable product (MVP) or proof of concept (POC) with commercetools free 60-day trial.

Composable Resources

If you'd like to learn more about composable commerce, we've organized a collection of available resources. To see all the commercetools and composable commerce resources, check out the **commercetools Resources** page at commercetools.com/resources.

White papers and guides

- Why composable commerce will change the way you run your business
- The Omnichannel Playbook: Leveraging Composable Commerce for Omnichannel Experiences
- The New Approach to TCO for Digital Commerce
- The Composable Commerce Migration Guide for B2C
- Buy AND Build: A Blueprint For a Composable Commerce World
- The Composable Commerce Cheat Sheet

Blogs

- Building a composable tech stack for B2C commerce: A comprehensive guide
- A blueprint for composable commerce: How commercetools Foundry reduces B2C retailers' deployment time by 30%
- How reusing composable commerce technologies maximizes the value of your technology investment
- What is composable commerce and why does it matter? Your questions answered
- MACH® architecture unveiled: Powering modern digital commerce experiences
- Unlocking Success: Top 5 tips for a seamless commercetools implementation project
- HOW TO know if your company is a good candidate for composable commerce? Here's a checklist

About commercetools

commercetools is the leading composable commerce platform, allowing companies to dynamically tailor and scale shopping experiences across markets. We equip some of the world's largest businesses with tools to future-proof digital offerings, reduce risks and costs, and build outstanding experiences that drive revenue growth.

Headquartered in Munich, commercetools has led a global renaissance in digital commerce by combining cloud-native, technology-agnostic, independent components into a unique system that addresses specific business needs. We empower brands — including Audi, Danone, Eurorail, NBCUniversal, Sephora and Volkswagen Group — to stay ahead of changing consumer and buyer behavior.

More information at commercetools.com.

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