

Publicis Sapient + AWS:

Composable Commerce

Offering summary

Today's commerce is rather complex, and keeping up to date with the changing demands of consumers and the introduction of new technology is a complicated endeavor. As experts in delivering commerce solutions, Publicis Sapient and AWS understand businesses' challenges and concerns when identifying strategies and making important technology-related decisions.

Retailers need a solution that can deliver customers fast and seamless experiences while offering flexibility for new payment methods and devices. As such, the composable commerce approach allows businesses to "compose" a unique solution that works best for their business and helps them achieve an outstanding and scalable commerce experience.

The Emergence of Composable Commerce

Monolith, one-size-fits-all solutions no longer have a monopoly on commerce technology. Gone are the days when consumers would only shop via their desktop computers, and all use the same one or two payment methods. The modern-day consumer is no longer restricted to their desktop. As such, they want an eCommerce platform that accepts a myriad of payment options such as digital wallets, PayPal, etc. and most importantly, demand a service that works across all their various digital devices, from smartphones to laptops, tablets and everything in between.

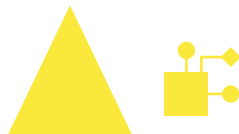
Composable commerce is a development approach that enables businesses to leverage packaged business capabilities (PBCs) to move toward future-proof commerce. Unlike a monolith system, composable commerce allows businesses to use a number of different applications to perform specific business functions across various touchpoints.

The MACH-difference



Microservices:

A modern architecture that makes your IT team agile.



API-First:

100% API-centric means you can consume any functionality independently.



API-First:

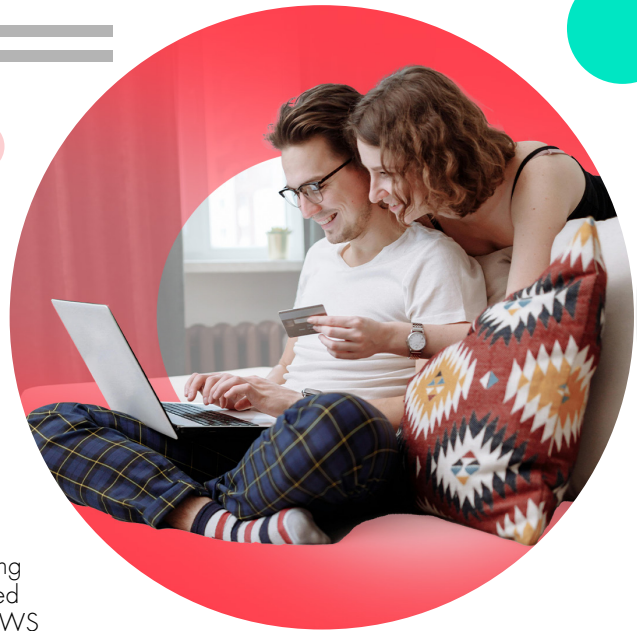
Huge promotions, giant spikes? No worries! Our multi-tenant, cloud-native platform is always there.



Headless:

Choose your one front end: Build from scratch or buy a packaged DXP. Put your customer experience front and center – we've got your back(end) covered!

MACH is more than just an architecture approach. It is also a global community known as the MACH ALLIANCE™. A not-for-profit, vendor-neutral organization that advocated for the adoption of MACH technologies and provides organizations with resources, education, and the guidance they need to help them navigate and achieve digital transformation.



COMPETITIVE ADVANTAGE

A MACH-based ecosystem offering the best of breeds delivers a competitive advantage.

Best of Breed:

The power of this offering combines the best-of-breed solutions in eCommerce, CMS, search, merchandising, and media management. Seamless integration between these services ensures a cohesive, engaging and modern online presence.



Reduced Vendor Lock-in:

By adopting a MACH-based approach, companies can avoid vendor lock-in, as services are loosely coupled and can be replaced or upgraded independently. This gives organizations more freedom and flexibility on when and how they deploy this offering.



Cost Efficiency:

This offering's modularity and flexibility allow organizations to optimize costs by selecting and scaling individual components based on demand, avoiding unnecessary expenses associated with monolithic systems.



Future-Proofing:

The adaptability of microservices and the ability to incorporate new technologies easily contribute to future-proofing. Companies that can seamlessly integrate emerging technologies stay relevant and competitive over the long term.



Speed to Market:

Microservices allow for faster development cycles, enabling companies to release new features and updates more quickly.



Interoperability:

MACH-based ecosystem emphasize the use of APIs, allowing different services and platforms to communicate seamlessly.



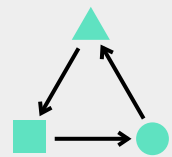
Enhanced Customer Experiences:

Headless technologies enable companies to deliver consistent and personalized customer experiences across multiple channels. Whether through e-commerce, content management, or other services, a unified and seamless experience enhances customer satisfaction and loyalty, setting them apart from competitors with less integrated system.



Flexibility and Agility:

A microservices approach allows for modular development, enabling businesses to adapt and scale components independently. This enhances agility, making it easier to adapt to changing market trends and customer demands while gaining a competitive edge over slower-moving competitors.



Generate more sales with our AWS-optimized accelerator:

The Publicis Sapient Composable Commerce storefront accelerator is a one-of-a-kind retail-based "MACH" accelerator. Here's what it can do for you in the AWS marketplace:

Helps you retire your quota and earn more once you have exceeded your EOY quota

Enables you to get paid on consumption

Helps clients create consolidated invoices, making it easier for procurement teams and the customer to purchase.

Why choose Publicis Sapient?

As digital business transformation experts with over 30 years of digital pioneering and customer innovation know-how, Publicis Sapient offers unparalleled experience in composable commerce.

100+

MACH-based projects globally.

Over 39%

of all North American online retail revenue came through systems built or supported by Publicis Sapient.

31 of the top 100

online retailers use commerce platforms designed, built or supported by Publicis Sapient.

\$4 of every \$10

of all North American online revenue runs through platforms that were designed, built, or supported by Publicis Sapient.

For more information, visit our [AWS partner page](#)

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WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with organizations to help them create and sustain a competitive advantage in an increasingly digital world. We operate through our expert SPEED capabilities: Strategy and consulting, Product, Experience, Engineering, and Data. When combined with our culture of curiosity and deep industry knowledge, it enables us to deliver meaningful impact to our client's businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe, with over 20,000 people and over 60 offices worldwide. For more information visit publicissapient.com