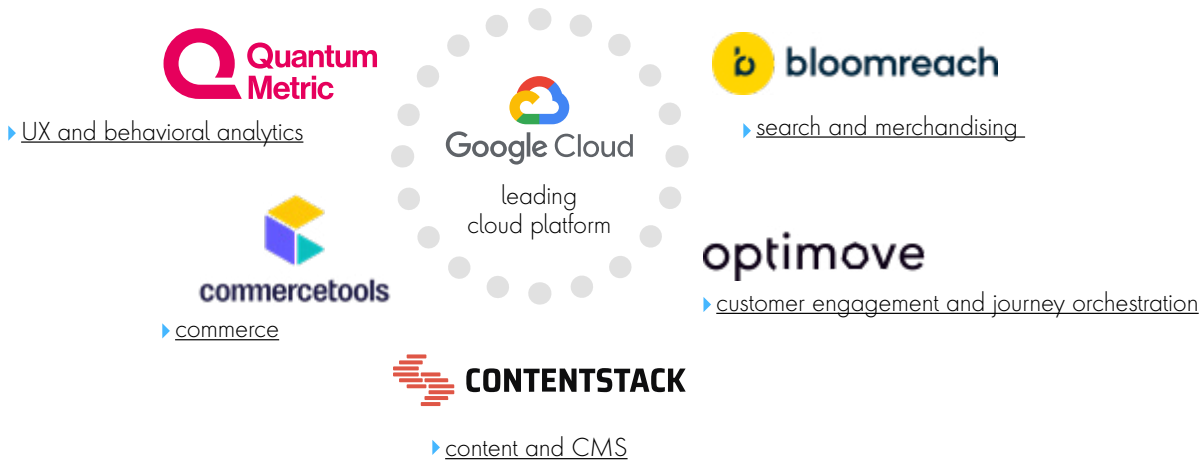


KEY FEATURES IN THIS OFFERING

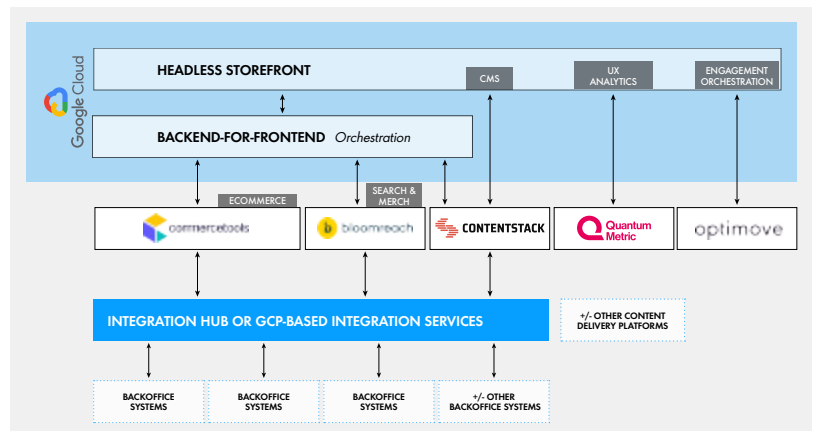


- ▶ **How do these composable offerings on the GCP marketplace benefit you?**
- ▶ **Why working with a global SI that understands not only composable (MACH-based architecture) but also the ability to help you start and scale is important.**

Our **Composable Commerce on Google Cloud (GCP)** solution provides a vision-setting and rapid implementation approach, leveraging the industry-leading scalability and security of GCP to provide a solid foundation to build a secure and scalable foundation for your composable architecture. Similar to prior evolutionary periods of commerce, the current composable period has leaders in innovation, execution and market share.

COMBINING THESE OFFERINGS ENABLES:

- » Modern tools that innovative companies need to build outstanding and scalable commerce experiences.
- » Headless content management (CMS) for creating consistent content-driven experiences for consumers that brings together various capabilities, such as e-commerce, personalization and localization, and more to deliver consistent omnichannel digital experiences.
- » Search and product marketing automation and journey orchestration combined with customer engagement features like AI-driven personalization, segmentation and content creation for things like Email Marketing, SMS, Mobile App Marketing, ads, optimization and A/B Testing.
- » Acquire vital insights for analyzing customer experiences in real time. Utilizing AI and machine learning, and features like session replay and customer journey mapping, enabling efficient identification and resolution of digital friction points, enhancing the ability to tailor digital environments, ensuring a more engaging customer journey.





SOLUTION BENEFITS

Our Composable Commerce on GCP offering provides leaders with the following:

- » **Future-Proof Architecture:** A composable (MACH-based) framework to build and rapidly launch customized components with generative AI support.
- » **Scalability & Security:** Preconfigured environments in GCP and established DevOps toolchain enabling rapid execution.
- » **Reduced Risk & Accelerated Time-To-Value:** A comprehensive set of pre-built integrations leveraging best-of-breed partners.
- » **Immediately available demo:** Retail shopping demo/POC can be used to influence businesses and other stakeholders curious about composable commerce.
- » **No Licensing Fees:** Our clients own the code and any customized elements used to deliver a product.



COMPETITIVE ADVANTAGE

Why a composable (MACH-based) ecosystem offering with the best of breeds can be a Competitive Advantage:

- » **Best-of-Breed:** The power of this offering combines the best-of-breed solutions in e-commerce, CMS, search, merchandising, and media management. Seamless integration between these services ensures a cohesive, engaging and modern online presence.
- » **Interoperability:** Composable (MACH-based) ecosystems emphasize the use of APIs, allowing different services and platforms to communicate seamlessly.
- » **Cost Efficiency:** The modularity and flexibility of this offering allows organizations to optimize costs by selecting and scaling individual components based on demand, avoiding unnecessary expenses associated with monolithic systems.
- » **Reduced Vendor Lock-in:** By adopting a more composable (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 to deploy this offering.
- » **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.
- » **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 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.



Let's talk about what Composable Commerce business transformation can do for your business: publicissapient.com/insights | giancarlo.anania@publicissapient.com