# MERCAUX

## What is Composable Architecture and why is it **Imperative to Future-Proof Retail Businesses?**

### **Composable Architecture**

Having a composable architecture means that every component within your digital offering (both online and instore) is pluggable, scalable and replaceable, meaning that systems can be continuously improved through agile development to meet evolving business needs. With customer expectations evolving rapidly, retailers will now have the agility to react quickly against the competition (where transformation roadmaps are long and time intensive) to deliver superior omnichannel experiences.

### Why is this approach fundamental to Retail?



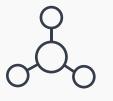
Achieve true Omnichannel success with all online and in-store digital systems speaking to one another and sharing data (e.g. customer behaviours) via API connectors



**Universal Basket Creation** provides your customers with the ability to create and take their basket anywhere - online, offline and everywhere in between.



Next Generation Checkout is achieved through the universal basket being made available to all channels and interfaces, so customers can transact anywhere



**Open Source API Ecosystem** opens the possibility for multiple suppliers to support different areas of the business (e.g. your online and instore Next Gen specialists)







#### ecosystem, instead of requiring a lengthy integration process

new solutions being simply

Continually improve existing

solutions with regular unobtrusive

updates, instead of big disruptive

system upgrades that require an

**Speedier Digital Transformation** by

"connected" to the existing digital

element of downtime

**Streamlined Workflows and Processes** for internal IT teams so they can focus their attention on other transformation projects that are taking place in the business



### Cloud-based Ecosystem means that solutions are always on, can be accessible from anywhere and can be scaled indefinitely, giving you the freedom to transform



Growing Customer Expectations for the store (which has traditionally found it hard to keep up with online) can now be exceeded in a short period of time



#### **Cost Effective Now and in the**

**Future** by removing the need to continually invest in large CAPEXintensive updates or replatforming that are commonplace in retail

Mercaux's Next Generation In-store Experience, Universal Basket & Checkout Platform is here to futureproof your business by being developed with MACH principles (Microservices based, API-first, Cloud-native SaaS & Headless).

If you would like to extend the reach of your headless commerce strategies to the store and provide your customers with the ability to create, take and checkout their basket anywhere, please get in touch.