

## WHY IS THE WORLD GOING COMPOSABLE ANYWAY?

In the rapidly evolving digital landscape, the shift from integrated or monolithic Digital Experience Platforms (DXPs), to composable technologies has become increasingly prominent. Integrated DXPs have traditionally served enterprises well by providing all-in-one solutions that simplify the customer lifecycle management with tools such as WYSIWYG editing, integrated personalization, commerce and marketing automation. Today, however, they are now being outpaced by the dynamic nature of the market.

The current market demands agility and adaptability, which monolithic DXPs struggle to deliver. Composable technologies empower organizations to build customized, flexible, and scalable solutions by assembling best-of-breed components that align with their unique requirements. This modular approach allows businesses to rapidly respond to changes in the market, consumer behavior, and emerging technologies, something that monolithic platforms struggle to match.

TLDR: If you want to boil it down to one idea: Speed to Market

## ARE THERE MAJOR TRADE-OFFS?

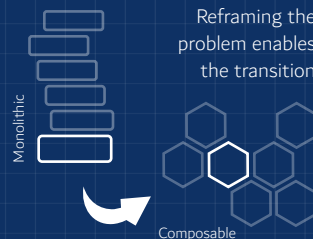
Composable Experiences aren't perfect. While enterprises rapidly believe the pros outweigh the cons, there are challenges to be aware of. The best way to evaluate them is through the lens of different audiences.

Audience	Advantages	Caveats
Marketing & Ops (Business Units)	<ul style="list-style-type: none"> <li>Faster Response time to market and competitive dynamics</li> <li>Purpose-built capabilities that are fit for business need, as opposed to best-of-vendor</li> </ul>	<ul style="list-style-type: none"> <li>More tools and systems to learn and gain master of</li> <li>Greater needs around coordinating and collaborating across BUs</li> </ul>
C-Suite (Leadership)	<ul style="list-style-type: none"> <li>Long-term increases in GTM and innovation velocity</li> <li>Lower risks towards vendor lock-in and contractual risk</li> </ul>	<ul style="list-style-type: none"> <li>Less mature, emergent market with lots of moving parts and partners</li> <li>More technically complex &amp; greater need of strong developer capability</li> </ul>
Developers (Technology)	<ul style="list-style-type: none"> <li>Less need to be a full-stack or 'all-in-one' engineer</li> <li>Increased ability to abstract away low-level infrastructure and low-value glue-code</li> </ul>	<ul style="list-style-type: none"> <li>Greater needs on digital maturity around DevOps and Agile process</li> <li>Stronger emphasis on keeping up with the hyper-speed innovation in frontend ecosystems</li> </ul>

Our philosophy is that the more complex an organization is with their needs (ie, significant multi-national presences, highly matrixed marketing structures, deeply contextual customer audiences) the more likely that a composable capability-set will yield measurable ROI.

**9 OUT OF 10 EXPERIENCE INITIATIVES START WITH CONTENT OR COMMERCE PLATFORMS AS THEIR FOUNDATION**

Once an enterprise sees this logical dependency clearly, it becomes easier to revisualize and reframe the problem. In a composable strategy, these capabilities are highly valuable, but, not necessarily more so than ancillary capabilities that surround the experience.



## SHIFTING THE MENTAL MODEL

Gartner has a handy way to re-think a move to composable through the lens of called "Packaged Business Capabilities" or PBCs. PBCs are modular, reusable software components designed for specific business needs. PBCs can be integrated and configured to work in tandem with other PBCs. These building blocks can be independently deployed, scaled, and updated. PBCs align with modern tech trends, such as MACH, enabling enterprises to assemble platforms tailored to their unique needs. The right-hand shows where the industry is standardizing around for marketing & experience platforms.



## COMPOSABLE CONSIDERATIONS ARE UNIQUE

Every enterprise is unique, and the ability to go composable relies on understanding the most prioritized PBCs for a brand and building initiatives to strengthen them. When considering your roadmap, in addition to the typical challenges of any initiative, the following are uniquely relevant for a composable journey:

	Business Units	Leadership	Technology
<b>How to Plan</b>	<ul style="list-style-type: none"> <li>Fortify the brand's design system library to prepare for the implementation</li> <li>Evaluate the product roadmaps of platforms that satisfy the brands highest priority PBCs</li> </ul>	<ul style="list-style-type: none"> <li>Define updated procurement. &amp; contractual model for dealing with multiple new composable vendors</li> <li>Budget for increases in developer &amp; technical talent needed for composable</li> </ul>	<ul style="list-style-type: none"> <li>Assess Major Frontend Dependencies driven by monolithic systems</li> <li>Work alongside BUs to evaluate composable platforms for their technical capabilities</li> </ul>
<b>How to Build</b>	<ul style="list-style-type: none"> <li>Configure composable tools to meet the specific workflows needed across departments</li> <li>Assist in testing and validating the new ecosystem from a business perspective.</li> </ul>	<ul style="list-style-type: none"> <li>Develop new staff models that prioritize cross-department collaboration to de-centralize the ongoing utilization of the experience</li> </ul>	<ul style="list-style-type: none"> <li>Decouple frontends through headless technology</li> <li>Migrate legacy tools to composable counterparts based on PBC prioritization</li> <li>Implement integration and composition tools to stitch the business to the experience</li> </ul>
<b>How to Operate</b>	<ul style="list-style-type: none"> <li>Refine the Playbook for how COEs handle ops. support across regions, campaigns &amp; projects.</li> <li>Track the effectiveness of departmental collaboration to ensure BUs aren't left behind in a composable model.</li> </ul>	<ul style="list-style-type: none"> <li>Perform QBRs with composable partners to take advantage of less vendor-lock-in</li> <li>Enable the organization to identify the next step of complementary PBCs to drive forward</li> </ul>	<ul style="list-style-type: none"> <li>Invest in building unique design system use-cases to cover future omnichannel needs.</li> <li>Finalize and govern composable partners' upgrade and modernization paths to protect business blackouts</li> </ul>

## THE ICREON COMPOSABLE BLUEPRINT

May 2023  
Version 2.0  
[www.icreon.com](http://www.icreon.com)

Sitecore Enterprise  
Platinum Partner

Don't throw the baby out with the bath water. Going composable shouldn't undermine the rest of your strategy. Icreon's full composable playbook can help. Reach out.

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