



Workshop Information

Happy Horizon

WhatsNext - digital commerce event

27 June 2023





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Nice to meet you!

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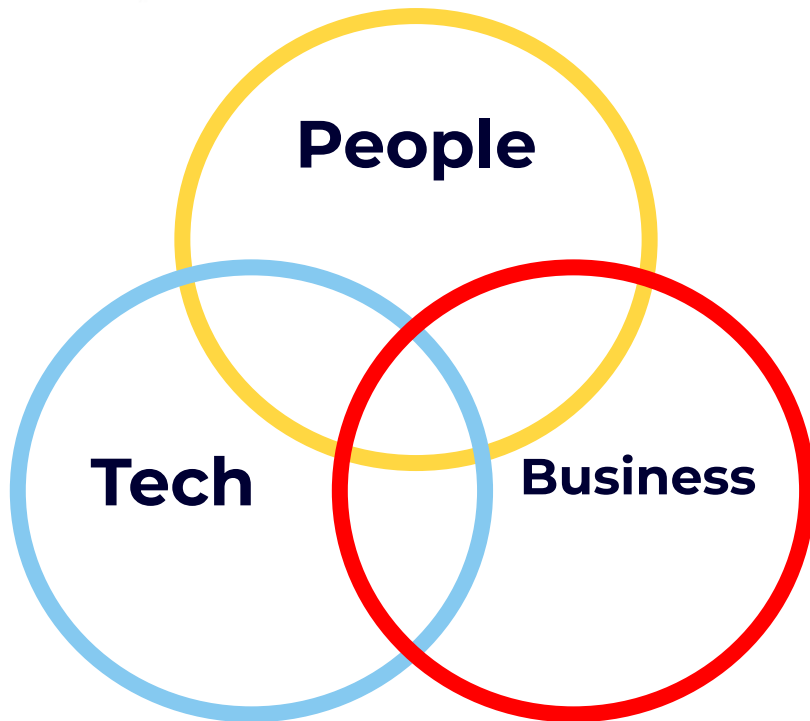


Sam Jackson



Yannick Röling







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CREATIVE DIGITAL AGENCY

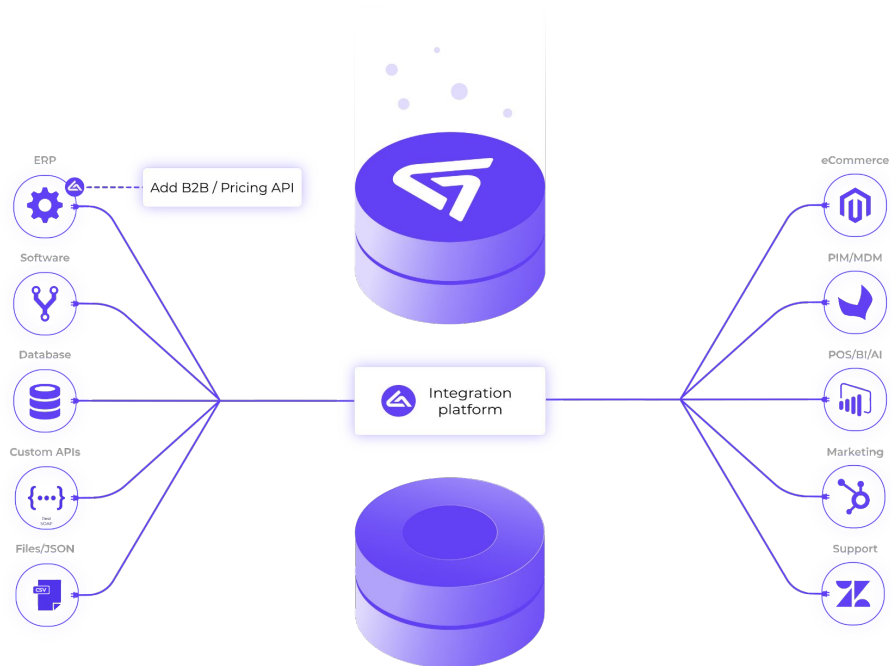


Saas

Software as a service. A working product, always up to date.



iPaaS

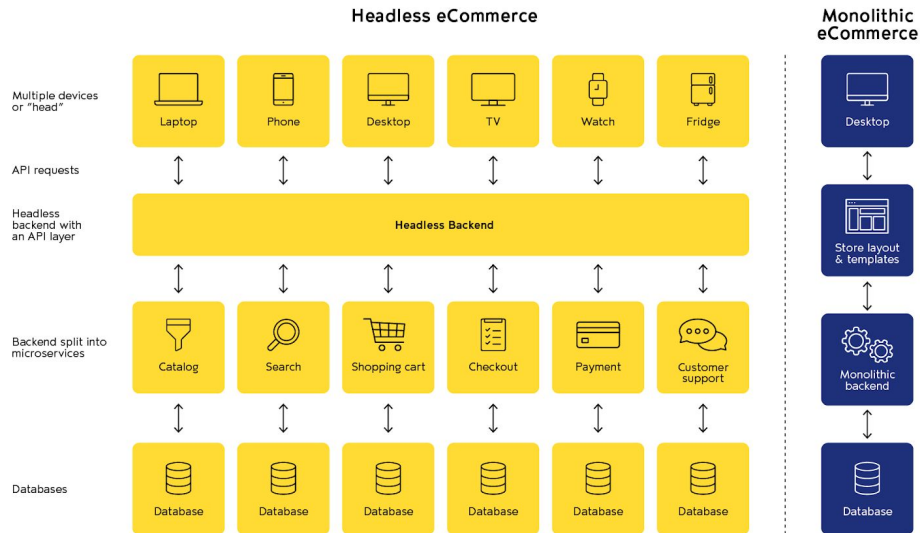


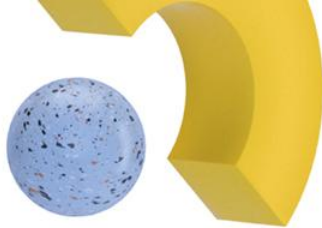


Composable Commerce



Headless & Composable





Advantages of Composable Commerce

Modular: Select best-of-breed solutions for unique business needs, assembling a customized technology stack. Plug, scale and swap components at any moment without affecting other applications or your infrastructure.

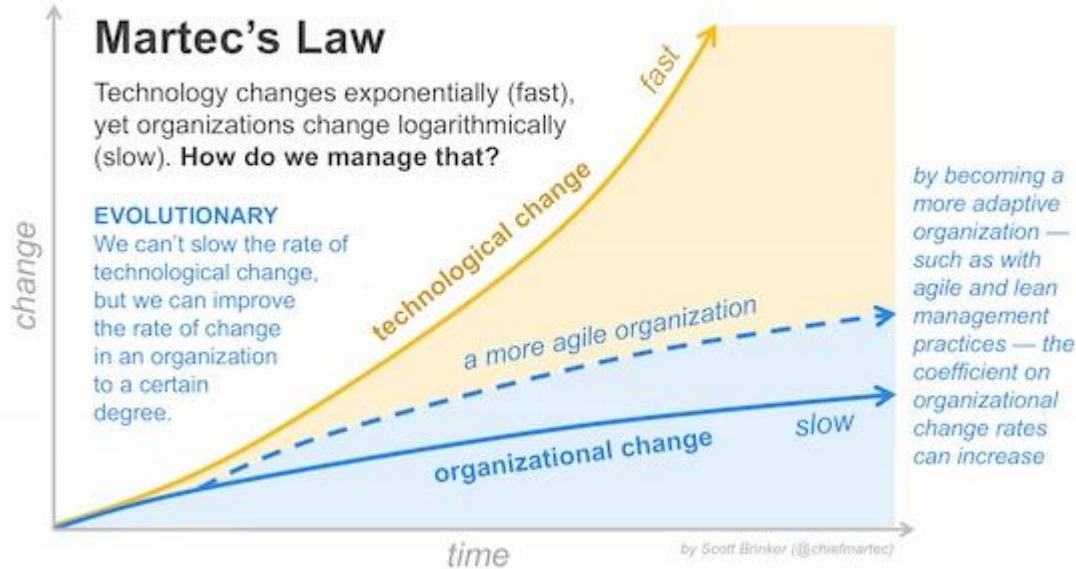
Flexible: Create, update and customize solutions with your chosen components.

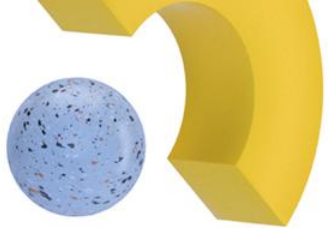
Open: With a modular and flexible architecture, you have the freedom to select vendors that offer the commerce solutions required for your specific business needs, so you can say goodbye to vendor lock-in.

Future-proof: Being able to tailor the tech stack with swappable components means staying ahead of new market opportunities and changing customer needs.



Technology adoption





Game playing

Game evolving

Game changing





What is Composable Commerce to you?

Direction

- My company wants to switch to Composable Commerce, but we're unfamiliar with the process. Where do we begin?
- What if my business is not compatible with a "composable" approach?
- Our marketing and technical teams can't agree on a tech stack or approach. How can we come to an agreement?
- Is there a standard process for delivering a Composable Commerce project?

Complexity

- Composable commerce is aimed at technical users, and we don't have an in-house technical team. What can we do?
- With data sitting in so many systems, how do I get insights into how my business is performing as a whole?
- What if my business requirements aren't complex enough to invest in Composable Commerce?
- What role can my agency partner play in ensuring we are not over complicating Composable Commerce?

Return on Investment

- Is Composable Commerce a smart financial decision regardless of the company size, or is it too expensive for smaller businesses?
- Composable Commerce requires significant time and resources to evaluate, select, and integrate various components. This can pose challenges, especially for those with limited technical expertise. How can you solve this?
- What is the added value of Composable Commerce for my customers?
- What are the main Cost Optimization benefits of Composable Commerce?

Employee Experience

- Managing multiple vendors, technologies, and APIs in a Composable Commerce ecosystem can lead to governance and management complexities. Ensuring consistency in customer experiences, monitoring system performance, and managing updates become challenging without proper governance strategies. How can you solve this challenge?
- Replacing or adapting components without disrupting the entire system can be challenging as business needs evolve. How can you overcome this?



**Let's play a quick
game of TRUE or
FALSE!**



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