

Your eCommerce Platform Recommendation

A MACH or Composable Commerce Solution

We recommend building your precise solution with a microservices-based, MACH, or Composable Commerce solution. With this option, you will be able to:

- Build your eCommerce solution to your exact requirements
- Customize your eCommerce solution to a certain degree to fit your strategy
- Rapidly adjust your eCommerce solution to meet outpace competitors and meet market needs.
- Leverage a best-of-breed approach
- Enable omnichannel experiences with one solution
- Reduce TCO and implementation costs by 60%
- Increase Speed-to-Market

Examples of these platforms include:

- Elastic Path (Composable Commerce)
- Commercetools (MACH-Based)
- VTEX (Microservices-Based)

While you will be able to design your precise eCommerce experience, it will usually require a fairly advanced team to stitch together your solution. While MACH-based, Microservices, and Composable Commerce solutions can get you to the same end result, there is usually more complexity associated with the first two. Composable Commerce solutions are designed to address your business needs and form your entire solution, rather than focusing solely on microservices and APIs.

One of the most significant advantages of embracing a composable approach with Elastic Path is that we help de-risk your composable project with our solution Composer.

Composer consists of:

- Integrations Hub - a library of instant-on, no-code integrations fully managed and hosted by Elastic Path
- Builder - a low-code integrations builder empowers users to build business functions and integrations with (almost) anything using a library of 100+ components and 1,500 actions
- Monitor - a self-service, unified monitoring dashboard with proactive alerting on integrations operations, including event tracking and log monitoring

In addition, Elastic Path also comes equipped with pre-built, business ready solutions to help to ease your transition into composable.

Composable Commerce Experience Assurance(XA) ensures there's a team of support to handle all parts of your solution in the event that a problem or challenge occurs.

Your Product Data and Catalog Management Recommendations

The product data and catalog management is the core of any commerce solution. Having a rigid, inflexible product data and catalog structures means you're likely spending time and money on custom hacks and development time when merchandising products which can wreak havoc on your data integrity. That's why we recommend you leverage Elastic Path's Product Experience Manager.

Product Experience Manager combines commerce PIM, catalog designer and unequalled merchandising capabilities in one solution which empowers merchandisers to create differentiated experiences without custom development work. By redesigning underlying data structures including separating product data from pricing data and rethinking catalog management and merchandising capabilities, we give brands complete freedom to design the product experiences their customers expect, from loyalty program pricing to shop-the-room experiences to complex dynamic bundling - without custom hacks and expensive development projects

This means you'll be able to launch experiences like dynamic bundles, catalog hot swaps, and merchandising 1000s of variations without having to put in an IT ticket. By eliminating the need for data hacks and custom development work, merchandisers are empowered to create the revenue-generating experiences they dream of WITHOUT having to ask for more time, budget, or resources. Plus, you can go-to-market faster without having to wait on IT, while IT can spend time on more innovative projects

Your Frontend Recommendations

Your best-suited frontend solution will be a frontend that allows your team to make changes on the fly without the need of a frontend developer. We recommend looking into a Frontend-as-aService (FEaaS). This technology allows you to build and design your features and their functionality, such as shoppable landing pages and storefronts for your product, using minimal coding.

In the past brands who wanted to build a frontend while leveraging a Composable Commerce solution were left with 2 choices:

- Custom developing a frontend from the ground up OR
- Leveraging alternative FEaaS products that do not have deep personalization woven in and instant-on integrations

But now Elastic Path's CX Studio provides business users the tools to rapidly launch turn-key storefronts and shoppable landing pages that drive conversion and revenue WITHOUT reliance on IT OR compromising on the quality of experiences.

CX Studio is platform agnostic, meaning that it can be utilized with any other platform. So, if you like, you can choose to stay on your all-in-one platform, while leveraging our high-performant and merchandiser friendly frontend that accelerates growth and customer engagement.

Some additional feature-rich capabilities to boost include:

- 30+ one-click integrations
- No code visual editing
- Data-driven personalization & dynamic content
- A/B Testing
- Revenue analytics
- Media management and access to millions of stock images and videos
- Component development interface and NoML markup language
- Full featured blogging engine
- Multi-site management
- Form builder
- SEO tools and tracking

Payment Gateway

You should consider investing in a Payment Gateway that can handle the unique complexity of your business. By giving your buyers the option to choose from all the popular payment options and the option to purchase now and pay later, you can decrease the number of abandoned carts and increase average order value by as much as 85%. Elastic Path Payments is a best-in-class payment processing solution powered by Stripe with concierge-level service, full price transparency, and no hidden fees.

It empowers any commerce business to deliver the seamless check-out experience its customers expect across all touchpoints and channels.

The product works seamlessly with other products in the Elastic Path Composable Commerce family and you can benefit from the price advantage that we are able to offer as a high-volume provider.

With comprehensive support for all types of payments from card-on-file to mobile wallets to tap-to-pay and more, you will be able to minimize abandoned transactions and maximize revenue capture. You can also be confident that they your brand will have the best fraud protection available. In addition, Elastic Path Payments supports one-click checkout which increases conversion rates by over 7% for known customers and drastically reduces cart abandonment.

Main Third Party Recommendations

In addition to your backend and frontend, there are also 2 main third-party integrations we recommend to enhance your user experiences. Search Engine You should consider investing in an advanced Search function. It ensures that website visitors find what they need more quickly so you can sell more products, offer more services and yield more satisfied website visitors who will likely come again.

Examples: Algolia, Coveo, ElasticSearch, Bloomreach

Product Information Management

You should consider investing in a robust Product Information Management system. The PIM thoroughly simplifies the process of creating, managing, and using product information and specifications for online and offline catalogs so you can provide superior product experiences, support omnichannel marketing, and increase overall conversions. Examples: Salsify, InRiver, Akeneo Of course, this is not an exhaustive list; however, we can discuss your unique requirements and help you to better compose your eCommerce ecosystem that will best suit your needs.

As mentioned earlier, Elastic Path's Integrations Hub allows you to utilize a library of no-code, instant-on integrations to get you up and running quickly.