

HANDOUT

# Need for Speed: How **Composability** can Boost your Time to Market

Speed is a crucial success factor in digital commerce. Learn how to optimize your Time to Market to gain the competitive advantage you need.



**Spryker**



“It was just bad timing” – we have all heard it before. It can lead to terrible financial investments, or cause failed relationships, but bad timing can also cripple the success of your business.

Especially in the last few years, market demand has been changing in rapid and unpredictable ways and customer expectations have skyrocketed. Competitive pressure, dynamic information, and new technologies drive these changes. Swift and prompt adaptability can define the e-commerce success of a company – that’s why the concept of Time to Market is crucial.

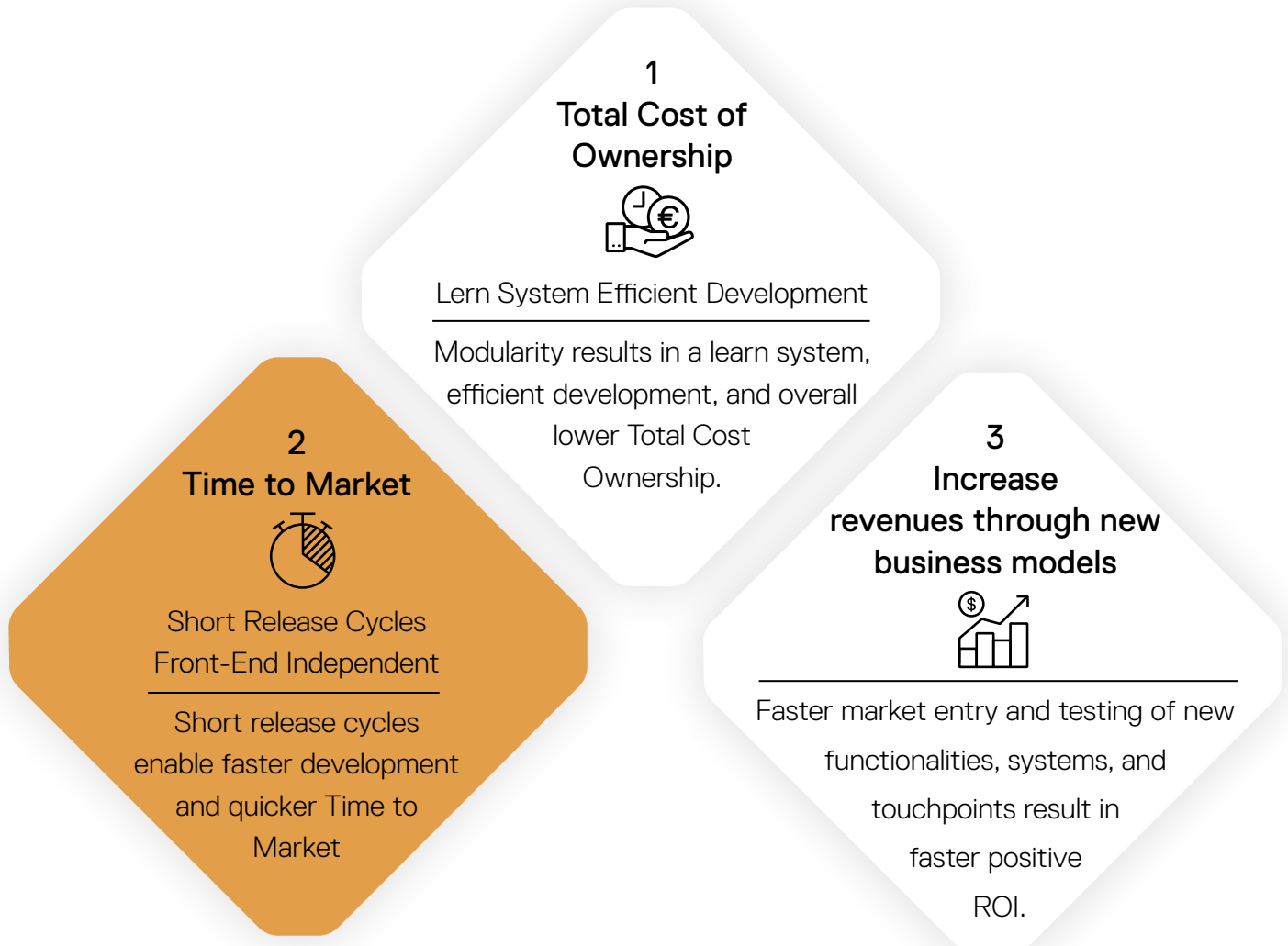
Time to Market (TTM) is the length of time necessary from the initial idea of a product to its delivery on the market. In other words, it’s the time between the raw start and the first sale.

TTM is crucial for competitive advantage. The shorter your TTM is, the more your company will gain a competitive advantage on the market. Your new idea might be brilliant, but if it takes you too long to turn it into something real, your competitors might overtake you and offer your target audience a new similar product much earlier. Simply put: if you snooze, you lose.

A McKinsey & Co study affirms that a product which is released 6 months late to market earns 33% less profit over five years.

Speed has become a crucial success factor in digital commerce as markets are changing at an accelerated pace. A shorter Time to Market, be it for a big launch or smaller projects, leads to faster Return on Investment (ROI) and lower Total Cost of Ownership (TCO).

# Three principles of Return on Investment



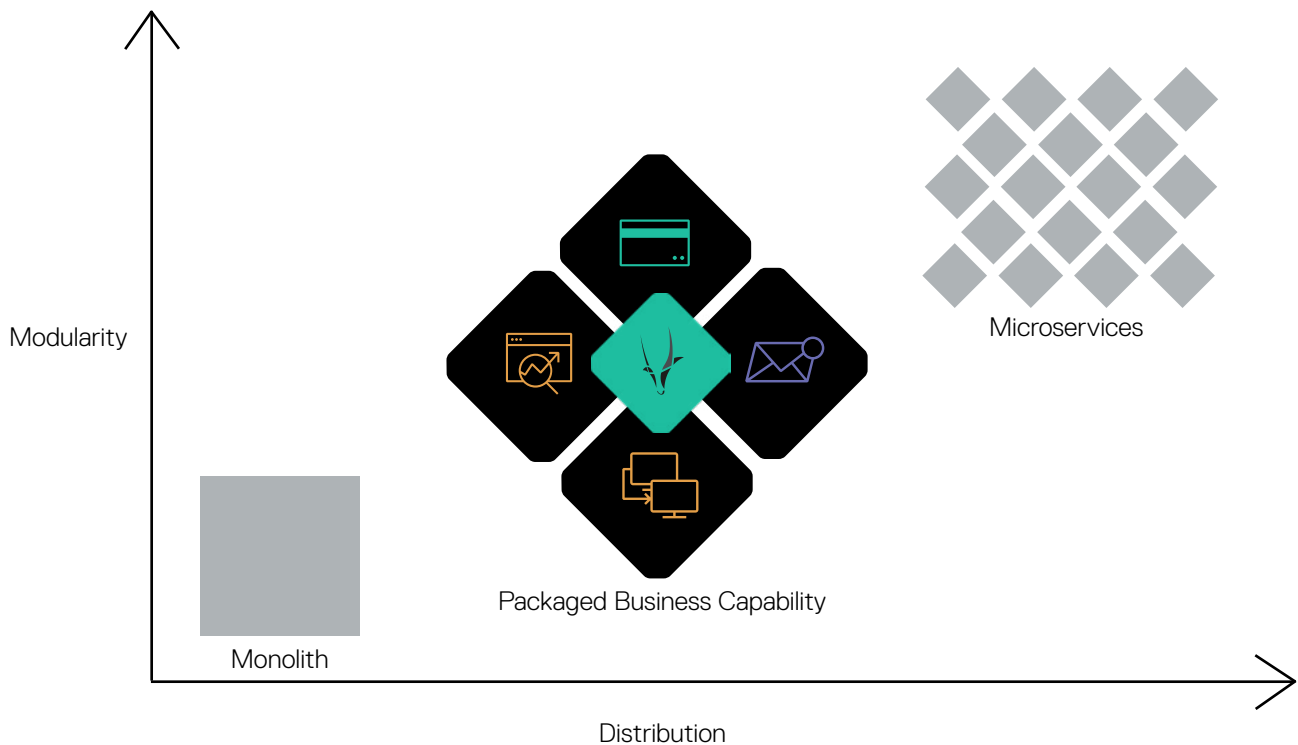
There are a few strategies that can help your business act on the need for speed:

- **Outline a strong go-to-market strategy** and make sure everyone in the team is on the same page
- **Open up to fusion teams and cross-departmental collaboration** to better mitigate roadblocks
- **Consider the 'Minimum Viable Product (MVP)'** methodology to gather feedback and respond quickly
- Choose flexible technology solutions like **Headless and Composable Commerce**



Digital commerce is subject to ongoing modularization and Composable Commerce is the next step in creating future-proof digital commerce experiences. Its positive impact on speed lies primarily in the flexibility gained in adaptations and the pace of bringing new solutions to market maturity by relying on robust, proven solutions from different providers.

While microservices are a way in which an application is or can be broken down into small functions or features, PBCs are an aggregated set of microservices. Composable Commerce focuses on PBCs instead of microservices because it emphasizes the best-of-breed approach.



Composable Commerce is thus the sweet spot between the modularity of microservices and the ease of a monolith. That is why platforms like Spryker Cloud Commerce OS al-

low companies to select their needed capabilities and easily glue them together, enabling limitless flexibility and unprecedented speed.

## Conclusion

Companies frequently postpone innovative solutions due to lack of resources, time-consuming research, and a tight budget. However, postponing your product launch and further innovations can lead to a too long Time to Market which in turns translates into missed opportunities and loss of profit.

Composability can help you put an end to this vicious cycle, minimizing your Time to Market and fostering your e-commerce business growth with the greatest flexibility.

Speed is by far not the only benefit of composability for businesses. Read our latest guide to learn “Why Composability is Your Solution to Scarce Developer Resources”.

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## About Spryker

Spryker Systems GmbH is a privately held technology company headquartered in Berlin, Germany and New York, USA. Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. Spryker is the most modern, fully composable platform-as-a-service (PaaS) solution with headless & API-based architecture that is cloud and enterprise-ready and loved by developers and business users worldwide. Spryker customers extend their sales reach and grow revenue with a system that allows them to increase operational efficiency, lower the total cost of ownership, expand to new markets and business models faster than ever before: Spryker solutions have empowered 150+ companies to manage transactions in more than 200 countries worldwide and is trusted by brands such as Aldi, Siemens, Hilti, and Ricoh. Gartner® recognized Spryker as a Visionary in the 2021 Magic Quadrant™ for Digital Commerce, just one year after it first appeared (2020), and has also been named as a major player in B2B e-Commerce by IDC. Finally, it is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack. Find out more at [spryker.com](https://spryker.com)



**Spryker Systems GmbH**  
Heidestraße 9–10  
10557 Berlin / Germany

T +49 / 30 / 208 49 83 50  
M [hello@spryker.com](mailto:hello@spryker.com)  
W [spryker.com](https://spryker.com)

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Spryker Systems GmbH, Heidestraße 9–10,  
10557 Berlin, Germany.