

INTERVIEW

# How Spryker's App Composition Platform is Enabling a **Composable Future**

Chris Germann  
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**Spryker**



“**The future of digital commerce is composable and Spryker’s App Composition Platform is designed to support that future.**”

CHRIS GERMANN

Global Head of Analyst Relations & Influencer Marketing at Spryker



More than ever, adaptability has become a crucial factor for business success. Enterprise leaders are becoming more aware of the need to rapidly make changes in order to not only reach but also satisfy their consumers.

Consumer demands are endless and with technological advancements being made everyday, there is no sign of these wants slowing down. Creating workflows or systems that are flexible enough to accommodate the ever changing needs of your customers could be the difference between your businesses gaining revenue or losing market share.

Findings from Gartner’s most recent CIO and Technology Executive Survey indicate that enterprises are beginning to adopt principles of a composable business. In the survey, about 7% of respondents reported that they have already invested in a composable enterprise and another 60% revealed that they expect to do so in the next three years.

Gartner defines a composable business as a concept where leaders can quickly build new business capabilities by assembling digital assets which are architected for real-time adaptability and resilience in the face of uncertainty.

With many digital commerce experts alluding to the fact that adopting a composable approach could be a way to future-proof your business, there is a need to pay close attention to tools and technologies that could help companies withstand disruption.

Spryker’s solution to address the problem of rigidity in relation to 3rd-party integrations is the App Composition Platform. A key principle of composable commerce is working with best-of-breed components to solve specific business challenges. With the App Composition Platform, Spryker gives enterprises an opportunity to seamlessly try out and then integrate applications from these best-of-breed 3rd-party vendors as quickly as they desire. The end goal would be to support modularity and autonomy thereby making their businesses more composable.

**Chris Germann, Spryker’s Global Head of Analyst Relations and Influencer Marketing** shares more about this vision and why he thinks the App Composition Platform could help businesses become more resilient.

## How would you define composable commerce?

[CG]: Composable Commerce is a new way of looking at building commerce systems. There are so many different areas of commerce technology whether it's payments or order processing or the experience management or managing merchants in a marketplace. All of these areas of commerce require different tools and specialties. Composable Commerce is an architectural approach that allows you to pick and choose the best of all those technologies for your business and your application and then glue them together into one system. The long-term vision is to be able to have a market of these components that you can incorporate into your commerce system without having to buy different packages and integrate them yourself. Vendors like Spryker are building the foundation to link all these different modules into one system – easily, quickly, and at a low cost.



**Adopting composable commerce is so important now because it pushes organizations to be resilient and ready to overcome any business disruption.**



**Why is adopting a composable approach more relevant than ever? (Why do you think the future of digital commerce is composable?)**

[CG]: Well, it's interesting because the science and trend of composable applications was moving forward before the pandemic but what the pandemic did was make everyone realize that their business is fallible. In other words, their business can be affected by factors out of their control, whether it's the pandemic itself or supply chain issues.

The future of digital commerce is composable because there's a need to move quickly to change your software or the way you sell or buy things, especially with the current market fluctuations.

In the past, it could take about 18 to 24 months to buy a system, build it, and integrate it with your current system but now having composable pieces of the puzzle that

you can buy quickly could help you improve your business and prevent your company from becoming subject to market disruptions. That way you can focus on implementing better processes, serving customers, and meeting the demands of the market.

For example, computing now is going to be context-aware computing. These best-of-breed components can be built to customize a B2C experience for me based on where I am, or a B2B experience based on my role and recent purchases. Then, the people who want to sell me things can be more targeted about my situation and what my interests are based on knowing my location or role.

## How will Spryker's App Composition Platform support business agility?

[CG]: A couple of different ways. The flexibility allows a business to evolve, be resilient and avoid the impact of market disruptions.

Additionally, technology trials are very important. I'll give you an example – on my phone, I can get about six or seven games and then decide which one I would like to keep after I have tried them all out at no cost. This is exactly what Spryker aims to provide to B2B users.

If there are three or four different search or online review functionalities that are available and say a few of those vendors have provided a module on the App Composition Platform, a business user has the option of trying out those different modules to see which one fits their business or will be most useful to their customers. In a sense, they can do a little A/B testing with the functionality, and this is something that hasn't happened before.

## How will Spryker's App Composition Platform support faster time to market?

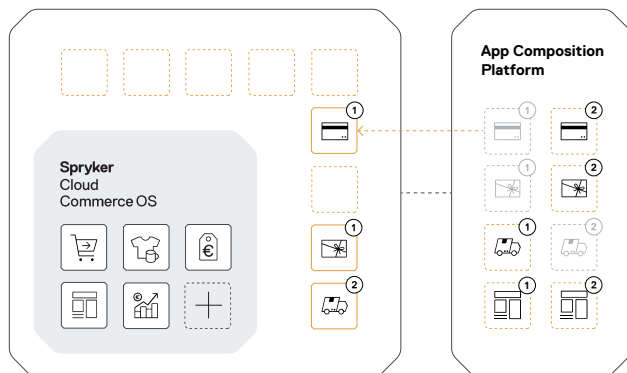
[CG]: Spryker will take care of a lot of the dirty work; a lot of the technology-related issues that are associated with building systems. We will already have partnerships or business relationships with these 3rd party point solution vendors. Part of how long it takes to build a system is building those relationships, figuring out the roles from a technological standpoint, integrating the various apps, and then testing them. Spryker will have done most of that. Businesses will have the opportunity to create and deliver faster solutions to their customers because integration to those point technologies will be easier and faster. What would typically take six months could maybe take a few days.

Furthermore, aside from the first initial install, subsequent integrations or app upgrades will be handled by Spryker, making the process of releasing new features even more seamless.



Who is the composable approach and Spryker's App Composition Platform best suited for?

[CG]: The composable vision is a work in progress. The full ecosystem of vendors and solutions probably wouldn't be mature for another three to five years. So the companies and industries that are most forward-looking or that are adopting technology at the fastest rate will be the first ones to make use of Spryker's App Composition Platform. Right now, manufacturing companies are experiencing supply chain challenges. Companies within such industries that have witnessed the biggest delays due to the pandemic will benefit the most from Spryker's App Composition Platform. Through this solution, they will have the opportunity to transition from a supply chain-driven business model to an end-user consumer-focused model. That's the vision and the dream.



**Spryker's App Composition Platform is built to provide ultimate flexibility for creating business solutions.**

How relevant is it for technology partners to have a presence on Spryker's App Composition Platform?

[CG]: Spryker's App Composition Platform is the only workable platform that is providing an opportunity for businesses to select and choose the apps they would like to integrate into their system. Because the market is moving so quickly, and a platform or a marketplace accelerates business growth, vendors who provide their technology on Spryker's App Composition Platform will automatically accelerate their own business just by having a presence on the platform.

In addition, the App Composition Platform will be used by some of the largest and most complex companies in the world. Technology partners could leverage the platform as a channel to introduce their solutions to these companies.

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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)



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