

HANDOUT

# Why **Composability** is Your Solution to Scarce Developer Resources

Learn how a composable approach to digital commerce offers a solution to the tight developer market



**Spryker**



## SPRYKER APP COMPOSITION PLATFORM



When you consider the word 'compose', what do you imagine? Perhaps you think of a person sitting in front of a piano, pen and paper in hand, crafting their next masterpiece? A musical genius weaving notes together - one hand playing the melody, while the other drums out the supporting chords?

Instead, try casting your mind to a complex digital commerce project. In the past, a vast number of highly specialized developers were required to help build your platform, from the top notes for the melody (the front-end) to the chords in the background (the back-end). Developers were the chief architects of your business.

Fast forward to today, and there's a new *virtuoso* on the scene: **Composable Commerce**. Just like how modern keyboards have pre-programmed tunes to help novice musicians make music, composability allows e-commerce businesses to build the platform that they want by picking and choosing existing modules - and even better, you don't need to be a developer to do it.

This handout is going to explain exactly what composability is in the digital commerce context, and why it's your solution to scarce developer resources.

## What is Composability in Digital Commerce?

To continue our musical theme, the world of digital commerce is a completely different genre today than it was even one or two years ago. New artists (competitors) are cropping up on a daily basis, and it's now no longer good enough to simply release a new album (feature or solution) every two to three years. Consumer demands have changed dramatically, and whereas previously, they were happy to enjoy a separate hi-fi system, CD player, and speakers, they now want to find everything in one seamless app.

This is the case for every consumer-led industry, and e-commerce is no different. Whether B2C or B2B, the modern consumer wants a smooth customer experience across multiple touchpoints (think: app, desktop, in-store) and they want all the latest technological advances while they're at it. With global digitization accelerated by a decade due to the pandemic, the importance of agility and adaptability is now more important than ever for many businesses.

Regardless of the pandemic, every business needs to constantly innovate. If anything, the importance of innovation and therefore intrapreneurship in the post-pandemic world has only shot up. As market trends continue to shift, and new business models emerge, it is companies with a flair for innovation that can stay relevant and competitive. Now, this is something that a culture of intrapreneurship can drive.



### Introducing: Composable Commerce.

A term developed by Gartner, Composable Commerce is at its core, the concept that you can custom-build your e-commerce platform like forming a modern orchestra - using only the instruments that you want. A composable approach allows businesses to build a highly customized tech stack that enables only the functionalities that serve their unique business requirements and drops the ones that do not.

It's such a vital strategy that Gartner even predicts that by 2023, organizations that have adopted a composable approach will outpace the competition by 80% in the speed of new feature implementation.

A composable platform empowers you to constantly innovate, evolve and grow. It offers the flexibility to try new things, plug components in and out, and play with new technologies all with minimal effort. Composability enables you to continually release exciting updates that provide more and more value to your customers. It also allows you to incorporate customer feedback, exceed customer expectations, and ultimately garner more and more market share.

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## Composable Commerce = How Does it Work?

Historically, software has been created using a monolithic approach, where platforms are constructed as a single, large, indivisible unit. If changes are made to any part of the platform, all of its software has to be considered and updated. The entire platform is likely to be in downtime when updates take place and adding new technologies must take into account compatibility with the full stack. This requires significant time and costs and often locks out non-tech stakeholders due to complexity.

If monolithic platforms are like classic grand pianos that can't be easily altered, modular or composable alternatives would be more similar to a drum machine used to make electronic music. With a drum machine, you can swap in and out the different sounds that you want using pre-programmed beats or percussion sounds. The most suitable sounds can be chosen to craft your final masterpiece, and if one beat needs to be adjusted, this can take place with minimal disruption to the others.

Composable approaches also allow multiple company stakeholders to offer input into the development of the final tech stack. As each service is broken down into an individual item with a specific use case, non-tech employees can more easily speak on and make requests regarding the services they would like to have extended, altered, or updated. In some cases, employees outside of tech entirely are able to make software updates themselves through the integration of plug-in-style services.

Plug-in-style services are where composability really saves the day in regards to scarce developer resources. While in the past, it was virtually impossible for a merchandising manager or an e-commerce manager to directly impact or make decisions on the services and features available, a composable platform allows non-tech individuals to control and 'compose' without the need for developers.

Of course, developers are still highly necessary principal players in the orchestra of a business. Read on to discover how Composable Commerce allows companies to more effectively leverage their existing tech resources and ensure that their developer workforce is happy (and therefore more likely to stick around).

## How Composability Benefits Developers

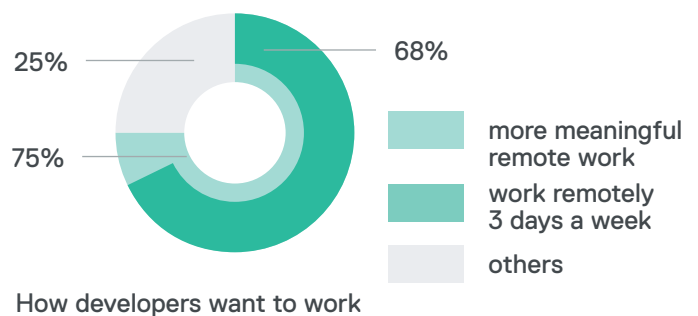
The pandemic changed and accelerated many aspects of the labor economy, but especially the requirements of highly sought-after talent, such as developers. In a recent global survey, [Statista](#) reported a combined 64.46 percent of HR professionals said they were looking to hire up to 50 developers in 2022. This means that competition for top talent is as fierce as it has ever been.

“Because tech workers aren’t typically constrained by industry, the already-hot job market became even more competitive,” [Forrester](#) said in its March 2022 report, [Unpacking The Hype About The Great Resignation](#).

It is a truth (almost) universally acknowledged that every company is a tech company nowadays, and that means that every business needs developers. This reliance on the developer skillset means that they are in the position to make demands, whether that’s about where they work, how they

work, or even how much they work. Salaries, of course, must also be competitive, and on a global benchmark, which makes it particularly challenging for small businesses that can’t afford the higher overhead costs.

“How” developers want to work is increasingly remotely and flexibly. Terminal’s 2022 State of Remote Engineering Report of 1,000 developers found that 75% of developers want to work remotely at least three days a week, with 68% saying they are able to get more meaningful work done while working remotely or from home.



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In this blog post [How to Hire Developers \(Like Me\) For E-Commerce Projects](#), our own developer Rusty confirms these trends as he describes how work-life balance, remote working, and the opportunity for innovation and exciting challenges are the keys to attracting tech talent.

Herein lies a clue about the solution to scarce developer resources. Working culture and the flexibility to work how, where, and when they want is vital, but when so many companies now offer these packages as standard, the way for businesses to stand out is to offer the opportunity for developers to grow, be challenged, innovate, and work with the latest technology.

Composability directly impacts this problem in a two-fold way. On the one hand, having access to a digital commerce platform that allows non-tech individuals to plug and play components translates to less developer overhead in the first place. On the other hand, having composable capabilities means that the tedious task of integration is taken out of existing developers' hands, leaving them with more time for innovation, which in turn positively impacts employee retention, or even attracts new talent.

## App Integrations are the Future of Composable E-Commerce

If composability is the key to crafting an e-commerce masterpiece, then app integrations are the different notes that businesses can play to build the exact platform that addresses their consumers' needs. Just like when you download a new app on your smartphone to access your digital bank services, e-commerce app integration services will allow you to easily add different payment methods to your commerce platform at the click of a button.

The benefits of this are substantial on:

- Time
- Cost
- Adaptability

“From a methodology perspective, time is your most important KPI. It's not cash flow, nor cost, it's time – because nothing will be cheaper for you to do it tomorrow.” (Boris Lokschin, Co-Founder and CEO, Spryker - B2B Online)

Whereas previously, it would have taken weeks or months to integrate a new feature such as a different payment

method, an app integration service means you can add this functionality in a matter of seconds.

This 'plug and play' component saves money because the development and integration are done for you, while it also enables a 'try before you buy' element which helps you to trial functionalities without fully committing. It allows your business to test and learn if you want to roll out certain features, which in turn helps you to stay agile in today's fast-moving commerce market.



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## Ready to Compose an E-Commerce Masterpiece?

There's good news ahead: you no longer need to be a prodigy to produce a pièce de résistance. While the battle for top developer talent will no doubt continue, composability offers businesses the opportunity to automate integration, so that the tech individuals can focus on what they do best - innovate.

By helping your developers to spend less time on boring, manual tasks and more time on solving complex business problems, you will benefit from happier and more fulfilled employees, while reducing the need for expensive tech overhead. By adopting a composable approach, your business will be able to waltz through to the top of the bill in no time.



**Want to learn more about how Spryker can help you embrace Composable Commerce? Take a look at “The Future of Digital Commerce is Composable and Spryker’s App Composition Platform is Designed to Support that Future”.**



## 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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