# Birlasoft

## Composable Commerce Maturity Assessment

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# Enable Agility, Flexibility and Competitive Advantage via Composable Commerce

- Unlock full potential of Agile through faster, API-driven integrations using microservices.
- Enable seamless swap in and swap out of the components using the Modular Architecture.
- Get competitive advantage via best of breed solutions & faster feature development to always stay ahead of the competition.



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Experience Design
New Commerce Platform Implementation
Headless Commerce Implementation
Commerce DevSecOps
Legacy Modernization
Integrations with Enterprise Applications
Managed Commerce Services
Omni Channel Commerce

*Birlasoft Services*

**Helping customers build agile and resilient business with Microsoft Azure**

## CONTEXT

**Brands have enormous pressure to go Digital. In order to meet their Digital needs, Brands select a 'boxed', monolithic product and try to deliver state of the art digital experiences through it.**

**The result is a digital commerce solution that is slow in taking new features to market, is inflexible and has a vendor lock-in.**

With such a commerce solution, Brands can not create digital trends, they end up providing same, standard experiences to users and are very slow to evolve**.**

## SOLUTION

**Choose a modern approach. De-compose your one, big, monolithic commerce solution into a loosely coupled mesh of commerce services.**

**In stepwise manner, move from your traditional legacy commerce platform. Iteratively replace force-fitted features by best-of-breed solutions. Thus, turn your commerce solution into loosely coupled bundle of capabilities.**

As a first step, objectively assess where do you stand on the roadmap of owning a composable, leading-edge digital commerce solution.

## DESIRED OUTCOMES

As an outcome of this Maturity Assessment, you will get:

- An objective measurement of where you stand on path to composable commerce solution
- A direction for change
- Help in identifying strengths and weaknesses
- Optional quote for implementing specific digital commerce solutions
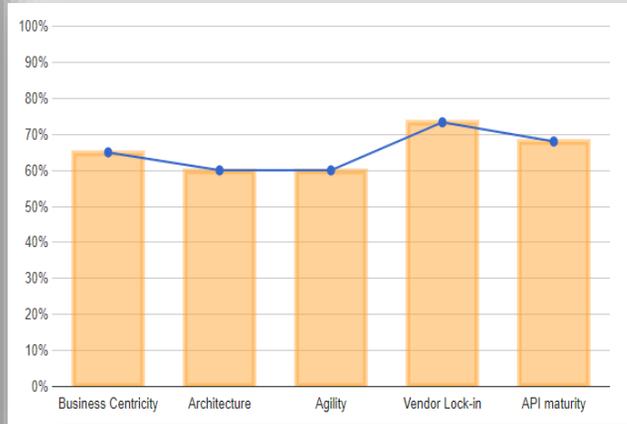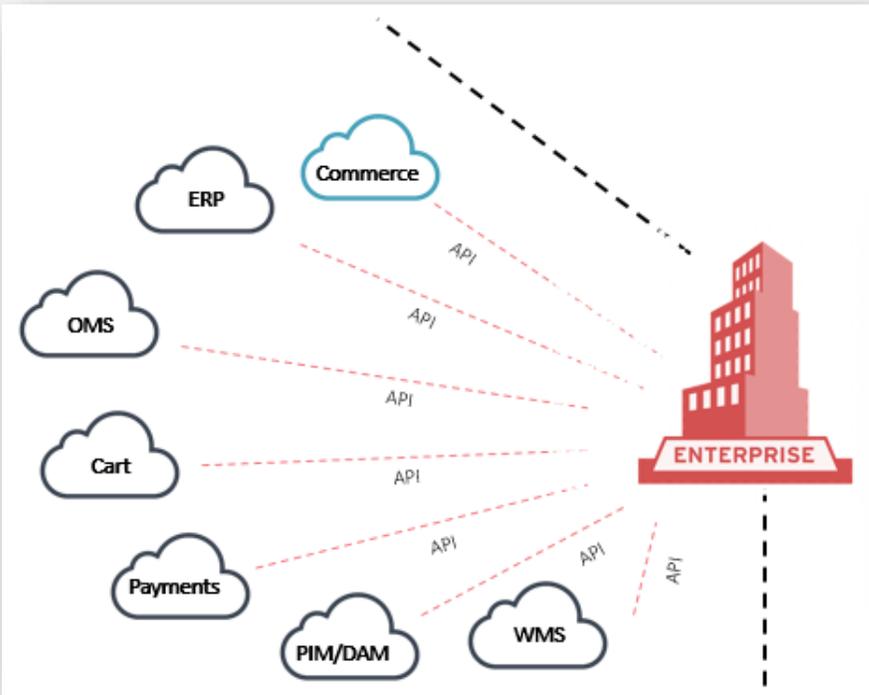
# Birlasoft Composable Commerce Maturity Assessment





Enable Agility, Flexibility and Competitive Advantage via Composable Commerce. Get started by taking this simple assessment.

We will further work with your teams to provide a detailed roadmap for increasing the maturity and handhold you in your e-commerce journey.

## OUR MATURITY ASSESSMENT

You are overwhelmed by urgency to deliver digital commerce experiences. To add to it, a constant tsunami of marketing material of Product companies is clouding your thoughts.

Our Composable Commerce Maturity Assessment tool will allow you to take a pause, evaluate yourself objectively and get a true picture of your current maturity.

Our team of experts will further engage with you to frame short-term and long-term commerce goals which are good for **your** business and help you achieve those goals.

## COMPOSABLE COMMERCE - STRATEGY & APPROACH

- Identify areas of your monolithic, legacy Commerce platform that are slowing you down

- Prepare priority list of digital commerce capabilities by the order of your Business priorities

- With the help of this offering, identify and shortlist best-of-breed solutions to plug into your commerce platform

- Innovate easily. Roll out digital features faster

- Iteratively, turn your monolithic commerce product into a composable commerce platform

## MICROSOFT AZURE ADVANTAGE

For any commerce engine, MS Azure offers backbone for scalability and security.

While replacing monolith features with composable services, you can deploy those services on to Azure platform.

E-commerce front-end, scalable web apps, cognitive chat-bots, intelligent search engine solutions, smart merchandizing solutions – all can get benefited by the scale, elasticity and security of MS Azure.

You can leave the cloud infrastructure to Azure while you are busy rolling out innovative commerce features.
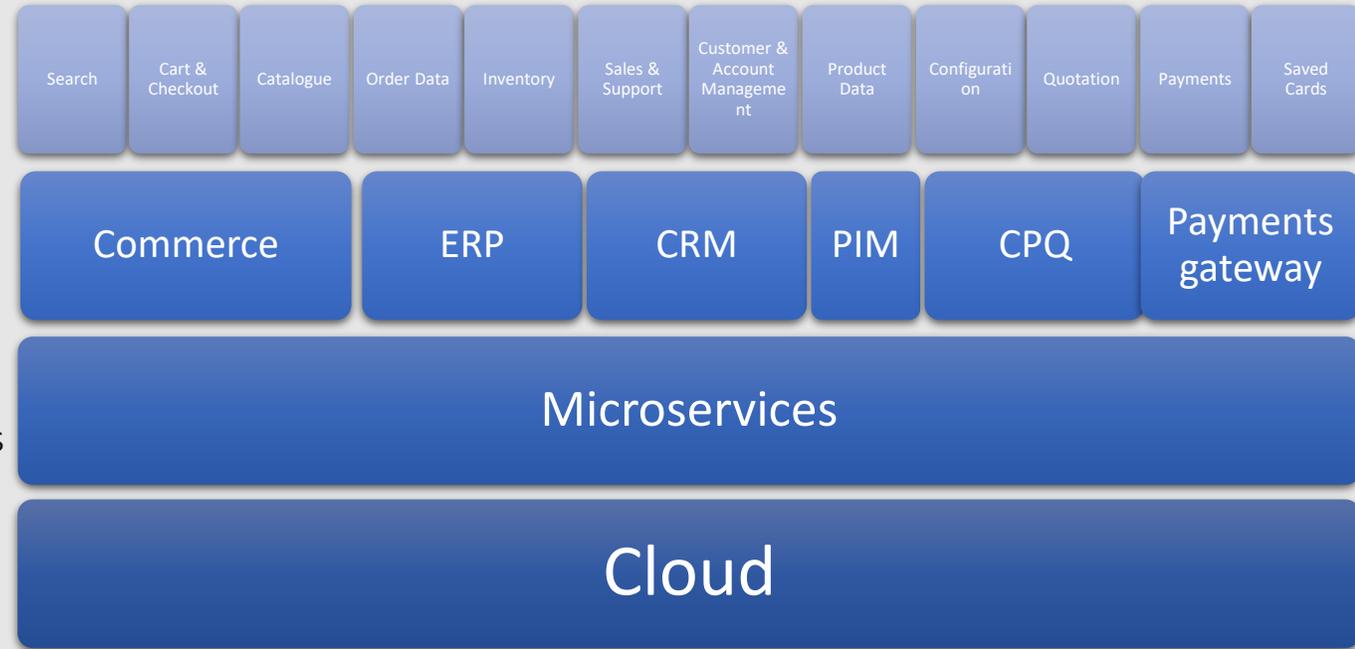
# Composable Commerce Maturity Assessment & Roadmap Preparation

## for a Leading Oil & Gas equipment and services provider

**Customer:** World's leading provider of equipment and components used in oil and gas industry.

**Overview:** Our maturity assessment & roadmap preparation is helping this customer systematically adopt flexible & composable commerce architecture

| Search | Cart & Checkout | Catalogue | Order Data | Inventory | Sales & Support | Customer & Account Management | Product Data | Configuration | Quotation | Payments | Saved Cards |
|---|---|---|---|---|---|---|---|---|---|---|---|

| Commerce | ERP | CRM | PIM | CPQ | Payments gateway |
|---|---|---|---|---|---|

**Microservices**

**Cloud**

## Challenge

- Heavy machinery manufacturing - which has a lot of complex data associated with each machine/part.
- The equipment require a lot of engineering efforts and dedicated and specialized after sales support .
- E-commerce is a primary sales channel; involves long sales cycles with a lot of iterations to the initial order
- Monolithic commerce platform further slows down the speed
- Moving towards composable capabilities is helping this client improve speed of business

## Solution

- Consultation for this Client started with a maturity assessment. This enabled an objective review of commerce solution
- Recommended a Composable Commerce architecture to have best of breed solutions for specific business requirements.
- While existing Commerce Cloud remains a core B2B Commerce engine, other capabilities are brought in for specific requirements (like storing product data in a PIM-platform,)
- Breaking the monolith has increased speed of feature development
- Flexible integrations have made overall system more agile and scalable

## Outcome

- An actionable digital strategy for the next 3-5-7 years.
- Composable Architecture with the ability to change components as required with changing business needs.
- Best of breed solutions to fulfill the industry specific requirements
- Improved experience for various personas.
- Frequent releases with no/less downtime.

# Birlasoft Composable Commerce Assessment

- Birlasoft's detailed Vision & Strategy will set you on your digital commerce journey using proven composable solutions

- MS Azure's industry commerce architecture and Azure services like **Azure Functions**, **Azure Redis Cache, Cosmo DB and Azure PowerBI** will allow you to focus on your digital use cases, innovate faster and deliver scalable commerce experiences.

- Recommended Go To state Commerce architecture based on Azure's industry commerce blueprints, leveraging above-mentioned Azure services.

**Azure Functions**

**Azure API Management**

**Power BI**

## COMPOSABLE COMMERCE ASSESSMENT
Our assessment tool collects application and landscape data through a short and crisp survey to get you started.

## DIGITAL COMMERCE VISION & STRATEGY
We help you to adopt Composable Commerce approach to implement agile and scalable e-commerce.

You will have industry leading solutions for each of your e-commerce functionality and a better control over partnerships, development and releases to improve efficiency

## PLATFORM SELECTION FOR UNIQUE ECOMMERCE REQUIREMENTS
Birlasoft have successfully implemented range of solutions for Digital Commerce, ERP, WMS, CMS, PIM, Tax etc. for both B2C and B2B commerce. We can help in identifying the perfect solution for you.

## IMPLEMENT AGILE, FLEXIBLE & MODULAR ECOMMERCE
Make more Agile delivery, a faster Time to Market. Release features more frequently with no/low downtime, and improve customer experience across multiple touchpoints

Composable commerce delivers the flexibility and adaptability needed to extend to new customer types, channels, and markets.

Leverage MACH architecture to choose best tools and platforms, and easily plug, scale or replace components to continuously improve.

# Customized call to action for Birlasoft Composable commerce maturity assessment

Get a free trial: https://www.birlasoft.com/contact-us

Call for more information: [+91 2066522289]

Ask a question via email: [mandar.risbud@birlasoft.com]

Learn more: [https://www.birlasoft.com/]

Link to your Microsoft Commercial Marketplace offer