



# The best-of-breed OMS for **composable architectures**



# 80%

Organisations that have adopted a Composable Commerce approach will outpace the competition by 80% in the speed of feature implementation.

**Gartner**

## Why is **composable commerce** so important?

In an omnichannel world, with ever-evolving digital touchpoints and customer behaviours, composable commerce ensures retailers' IT systems are agile enough to adapt to change.

This architecture considers each digital stack as scalable, flexible and replaceable, enabling retailers to create superior and best-in-class omnichannel customer journeys.

A typical composable stack leverages the specific roles of e-commerce providers to ensure brands can best serve their customers at every stage of the buying journey. By becoming composable, brands increase their efficiency and can quickly adapt to new business requirements.

## Trusted by leading brands



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LONDON

THE PERFUME SHOP

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LONDON

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LONDON



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LONDON

Phase Eight

WHSmith  
EST 1792



# Why switch to composable commerce?



**Deliver omnichannel journeys**  
Easily connect every digital touchpoint (online and in-store) through APIs.



**Customise your commerce capabilities**  
Create an easily extensible and 100% customised IT environment based on microservices.



**Capitalise on an open ecosystem**  
Don't get tied to a single vendor – easily switch to the software that addresses your specific business needs.



**Enhance cost allocation**  
Only deploy services that are truly necessary and aligned with your objectives to limit CAPEX costs.



**Benefit from best-of-breed solutions**  
Break free from your monolithic tech stack and choose suppliers who are specialists in their field.



With order management central to all channels working together in e-commerce, MACH-based order management provides the flexibility needed as fulfillment becomes more complex.



Casper Rasmussen  
President



**Microservices & API-first**  
Benefit from independently developed modules, managed and published through APIs.



**Cloud-Native**  
Select SaaS that leverages the cloud, beyond storage and hosting, including elastic scaling and automatic updates.



**Headless**  
Separate front and back-end to create tailored experiences for each channel while maintaining the information displayed.

Learn more about MACH at [machalliance.org](https://machalliance.org)

## Unlock your full omnichannel potential



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