

Composable Commerce on Google Cloud

Unlock agility, innovation and personalized experiences

In the world of digital computing, there are regular shifts in technical architectures that occur every 10 to 15 years. We are currently at one of these inflection points in the technology industry, particularly in the e-commerce space.



Offering summary

Our Composable Commerce on Google Cloud (GCP) solution provides a vision-setting and rapid implementation approach, leveraging the industry-leading scalability and security of GCP to provide a solid foundation to build a secure and scalable foundation for your composable architecture. To simplify your journey to adopting a composable approach, we have assembled and orchestrated a carefully vetted set of best-of-breed vendors and components into **the most comprehensive composable commerce accelerator in the GCP marketplace.**

Unleash the power of composable commerce



Future-Proof Architecture

A MACH-based framework to build and rapidly launch customized components with generative AI support.



Scalability & Security

Preconfigured environments in GCP and established DevOps toolchain enabling rapid execution.



Reduced Risk & Accelerated Time-To-Value

A comprehensive set of pre-built integrations leveraging best-of-breed partners.



Immediately Available Demo

Retail shopping demo/POC can be used to influence businesses and other stakeholders curious about composable commerce.



No Licensing Fees

Our clients own the code and any customized elements used to deliver a product.



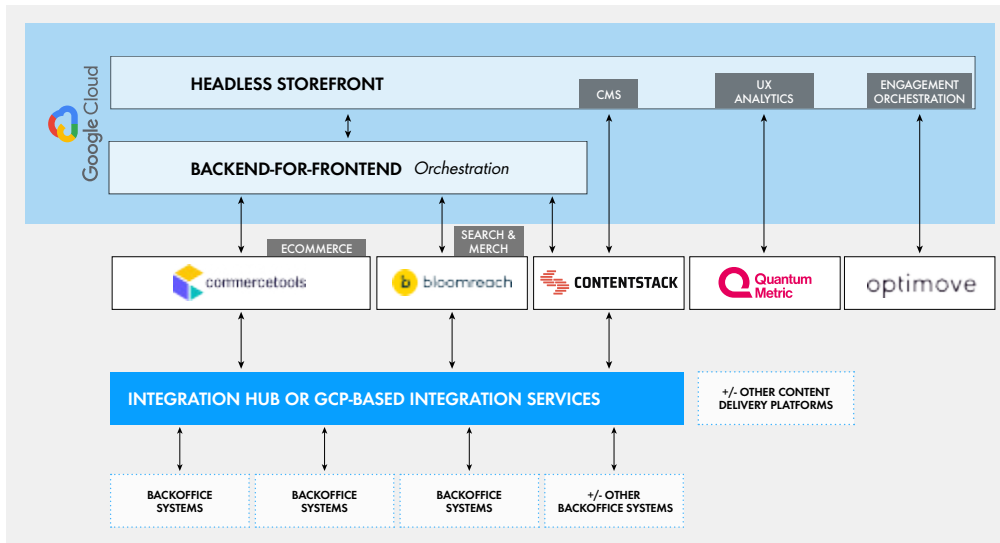
Four in five decision makers state economic volatility has impacted their organizations' attitude toward MACH. This has been one of the key drivers behind 85 percent of organizations increasing the percentage of their MACH infrastructure in the past 12 months. – MACH Global Research 2024¹



¹ <https://machalliance.org/newsroom/mach-global-research-2023>

Our accelerator goes beyond technology

We provide expert guidance throughout your journey, helping you define your strategic vision, select the right composable components, and navigate the implementation process.



~30%
acceleration in innovation
and time-to-market

~50%
improvement in
infrastructure scalability
and agility

~25%
increase in
operational efficiency

At its core lies **commercetools**, a robust headless commerce platform offering unparalleled flexibility and developer experience. **Contentstack**, a powerful content management system, ensures seamless integration of rich product information and engaging stories. **Optimove**, the industry's first Customer-Led marketing platform, leverages AI to continually optimize customer journeys. To further elevate your customer experience, we incorporate **Bloomreach**, a best-in-class personalization solution for tailored recommendations and offers that resonate deeply with your audience.



The benefits of building composable on Google Cloud

Google Cloud Platform (GCP) offers the industry-leading **scalability, security and cost-efficiency** needed for a robust composable commerce foundation.

Put Your Data to Work

Bring the simplicity, scale, security, and intelligence of Google's information approach to your organization.

Modernize Your Infrastructure

Google Cloud helps developers build quickly, securely, and cost effectively with the next generation of modern infrastructure designed to meet specific workload and industry needs.

Create a Culture of Innovation

Empower teams of all sizes to do their best work—anywhere, and across a variety of devices.

Get Built-In Security

Benefit from the same security capabilities that Google uses to keep more people and organizations safe online than anyone else.



LET'S CONNECT

Contact us for a review of how our capabilities and partnership with Google can establish, augment and extend your digital transformation.



Jon Panella

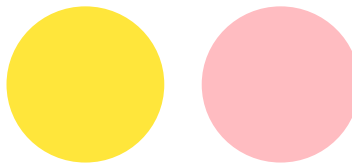
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ABOUT PUBLICIS SAPIENT

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