

## What a Composable solution can deliver



### Cost Savings

Retire legacy infrastructure costs  
Prevent scaling overspend  
Reduce integration costs



### Grow Revenue

Support best customer experiences  
Accelerate time to value  
Support new business channels  
Flexibility for shifts in priorities



### Avoid Risk

Position with modern technology  
Decrease tech dependencies  
Easier system maintenance  
Decreased project timelines



### Increase Productivity

Enable Marketers to do more with less complexity  
Increase IT bandwidth to deliver new features

## Options to move from traditional monolith solution to composable

01

### Remain on your existing platform

Right size with a platform upgrade. Plan to decrease existing tech debt.

02

### Take a step towards a composable model

Add relevant tool(s) to your solution to deliver on key business objectives

03

### Convert front-end technology to a headless service

Modernize your solution to improve site performance and decrease development time for new content features.

04

### Full re-platform

Design and build your Composable solution with MACH Architecture and the exact toolkit you need.

## Potential products for your Composable solution

### Content

- Content Stack
- Kontent AI
- Optimizely
- XM Cloud (Sitecore)

### Frontend Delivery

- Azure
- Netlify
- Vercel

### PIM/DAM

- Aprimo
- Bynder
- Content Hub (Sitecore)
- Widen (Acquia)

### Personalization & Customer Data

- Experiment (Optimizely)
- Ninetailed
- Marketing Cloud Personalization (Salesforce)
- SmartHub CDP (Sitecore)

### Search

- Algolia
- Coveo
- Search (Sitecore)