

Composable Commerce

Grid Dynamics teamed up with commercetools to simplify and accelerate the implementation of a best-in-class composable commerce platform for forward-thinking digital commerce enterprises.

Problem statement

The Grid Dynamics starter kit streamlines and accelerates the implementation of composable commerce solutions for greenfield e-commerce sites and digital modernization programs. It manages the complexity of composable architecture by providing a solid solution architecture along with multiple highly extensible pre-built solution components. The starter kit is a proven, geo-agnostic, and pre-composed commerce solution that provides a strong foundation to enable the unique capabilities that differentiate your business.

Solution

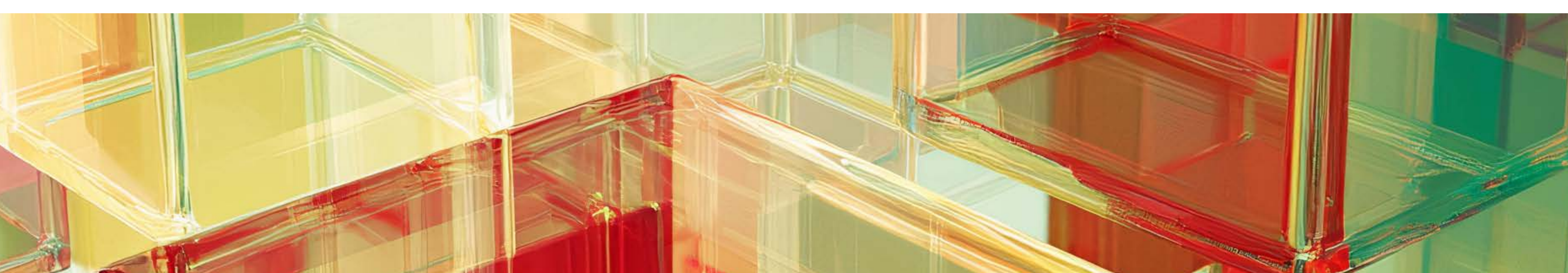
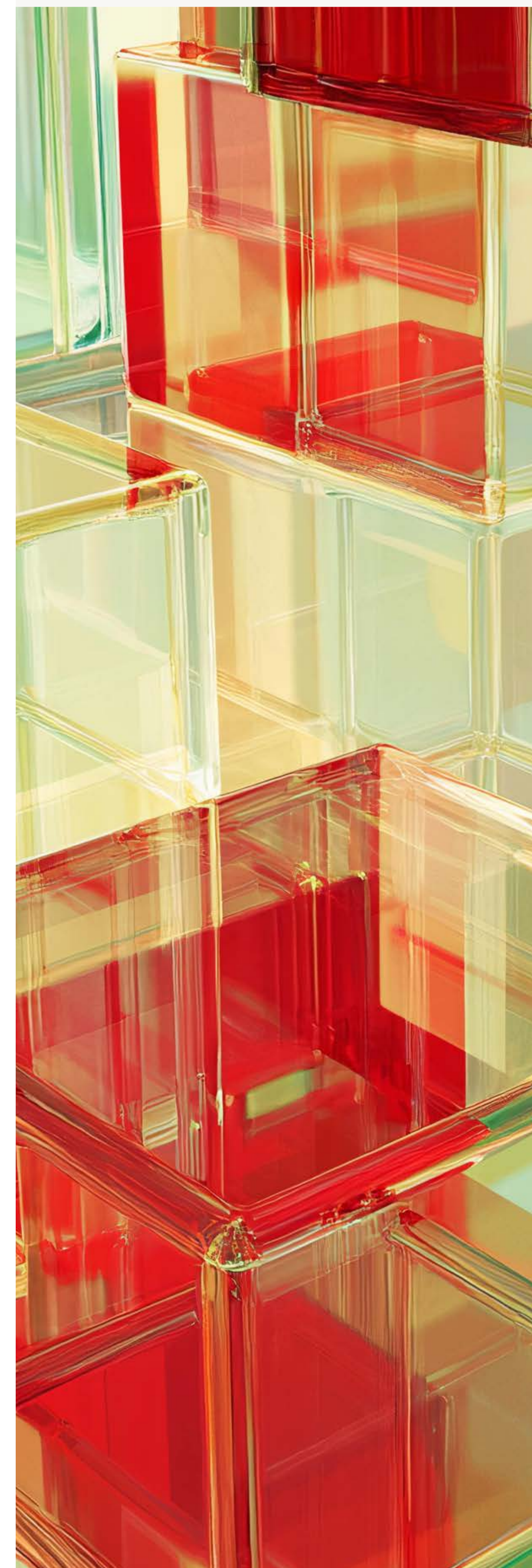
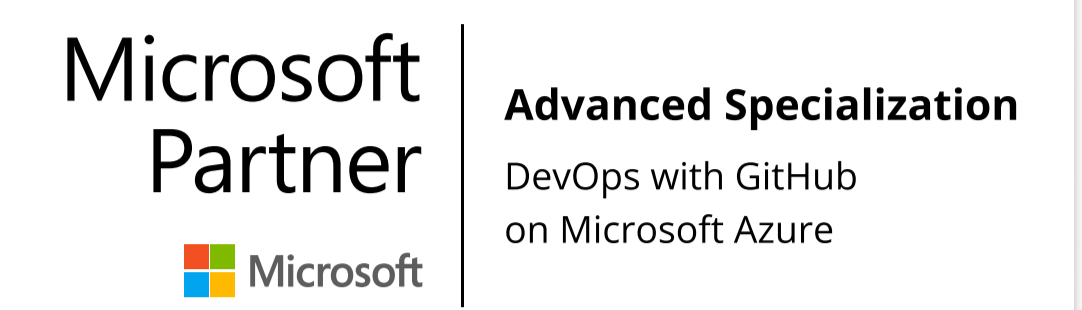
The Grid Dynamics Composable Commerce Starter Kit is a comprehensive, pre-integrated solution that accelerates the implementation of customizable, MACH-based e-commerce platforms. It includes:

- A composable back-end platform integrating best-in-class products like commercetools, Algolia, Blueyonder, Contentstack, and Adyen
- A responsive, feature-rich Next.js/React storefront with dozens of pre-built UI components seamlessly connected to the back-end systems (CMS, DAM, commerce platform, etc.)
- Deployment scripts and CI jobs for rapid, automated setup of production-grade infrastructure

This modular, plug-and-play architecture allows businesses to quickly launch and easily adapt their digital commerce solution. The starter kit enables the replacement of any product with minimal impact, empowering companies to deliver exceptional, tailored customer experiences that drive growth and differentiation.

Key takeaway

The starter kit includes a battle-proven composable architecture blueprint and a foundational codebase to shape and streamline the implementation of your composable commerce solution while mitigating associated risks. By embracing many of the challenges of practical implementation, the starter kit significantly saves time, especially in the early path-to-MVP stages of the project.



Your move to Composable Commerce



Example use cases

- Digital commerce platform modernization
- Migration from proprietary commerce platforms (Oracle ATG, SAP Hybris, Salesforce Commerce, etc.) to composable commerce solutions
- Greenfield implementation of composable commerce solutions

Commercial model

The starter kit is provided to Grid Dynamics clients at no additional cost. The IP of the starter kit implementation belongs to the client.

Differentiators

- Pre-integrated, fully functional composable commerce baseline solution
- Modern storefront accelerator
- Blueprints and reference implementation for common implementation and migration problems
- Rich partner network with best-in-class commerce solutions

Completion time

POC implementation in 2-4 months, full-scale implementation in **6-9 months** (for a solution of an average size).

Impact and evidence

The Grid Dynamics Composable Commerce Starter Kit can accelerate the implementation of your composable commerce solution by **up to 40%** for platforms with industry-standard capabilities. The actual acceleration depends on the alignment between the starter kit's pre-integrated technologies and products and your target solution's tech stack.

The starter kit's proven architecture and pre-built components allow businesses to avoid complex integrations, focus on customization, and deliver unique value, as demonstrated by real-world projects where it significantly reduced the time and effort required to launch composable commerce platforms.

Next steps

- Contact us to start with a workshop, discovery, or PoC.
- We offer free half-day workshops with our top experts in digital commerce and commercetools migrations to discuss the benefits of migration, our strategic approach, and how to apply it in your environment.

Microsoft Azure Services

Azure Service Bus
Azure Functions
Azure Kubernetes Services
Azure API Management

Industries

Retail, Digital Commerce, CPG

Relevant if you are a

VP, Software Engineering
VP, Digital Transformation
Technical Director
CTO
Technical Architect
Product Owner

Contacts



Pat Converse

pconverse@griddynamics.com



Vladimir Kondraschenko

vkondraschenko@griddynamics.com



Jayme Reynolds

jreynolds@griddynamics.com