

— THE —
POWER
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How Leading
Brands Leverage
Composability

INTRODUCTION

“The only constant in life is change.”

For a quote that originates from Ancient Greece, this saying holds plenty of significance to modern technology. What Heraclitus failed to add, however, is how you're supposed to deal with all that never-ending change.

The answer – at least for today's tech – is composability.

More and more businesses are finding that legacy systems can't keep up with modern demands and are searching for more flexible solutions that enable greater adaptability, scalability, and reusability in their development. Composability allows for all of that.

But it's not as simple as picking up a new tool or hiring a single expert. Composability is a mindset. And if you want it to work for you, you need to understand it and be ready to embrace it with open arms.

This report will get you started. We'll explore the concept of composability, go over its benefits, and provide some best practices for applying it effectively. Then, we'll dive into the practical. We'll show you how 13 of today's leading brands are leveraging composability for real, demonstrable successes.

Let's get started.

Table of Contents

- 5 What Does It Mean To Be Composable?**

- 11 What Composability Can Do for You**
 - Create custom, tailored solutions
 - Scale easier and faster
 - Innovate efficiently
 - Invest in your financial future

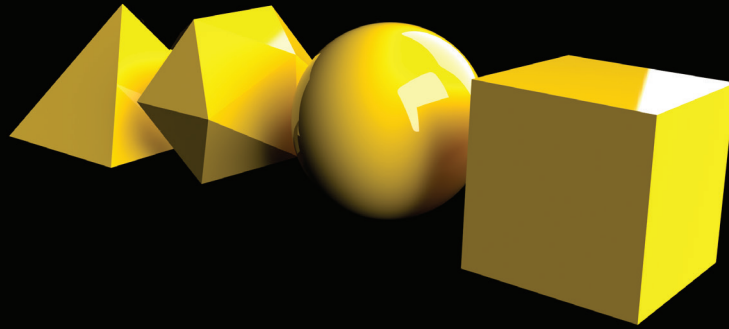
- 13 Best Practices for Applying Composability to Your Business's Tech Stack**
 - 1. Define Clear Objectives and Requirements
 - 2. Establish Governance and Standards
 - 3. Take Time To Find Best-of-Breed Components
 - 4. Use Monitoring and Analytics

- 14 Composability in Action: Leading Brands Successfully Leveraging Composability**
 - Paul Smith
 - Micheldever Group - Protyre
 - Davida
 - Marc O'Polo
 - CHRONEXT
 - Bols
 - Wüsthof
 - Xlash
 - Accell Group
 - Claro
 - Education First
 - Stronger
 - CoachHub

- 16 Conclusion: What's Next?**
 - About Storyblok
 - About MACH Alliance

What Does It Mean To Be Composable?

By its strict definition, composability refers to **being able to easily combine, integrate, and arrange various technology elements to create one cohesive personalized digital experience.**



But the true essence of composability is so much more than that.

At its core, **composability means freedom.** It's an approach that gives your organization both the power and flexibility to find your perfect fit, enabling you to take advantage of every opportunity.

It's as much a mindset as it is a technological approach: a mindset that is aware of the constantly changing currents and ready to adapt to them. Composability is a commitment to never stop embracing what works, even as "what works" changes. And as more businesses embrace this philosophy, we are seeing exponentially more practical proof of how it fosters success.

Such benefits are also a reason why MACH architecture has been on the rise in recent years as well. MACH (standing for Microservices, API-first, Cloud-native, and Headless) is an industry tech standard that fully embraces the best of modern composability and is a first choice for many leading organizations.

MACH architecture is championed by the MACH Alliance. The MACH Alliance is a not-for-profit industry body that advocates for all businesses to reach their full potential with the power of composability. It also keeps standards for MACH tech high with its MACH Certification program, highlighting the leading future-forward options for consumers everywhere.

What Composability Can Do for You

Freedom, flexibility, power – who wouldn't like the sound of that? Let's give these buzzwords a bit of context and show you what composability really looks like on the ground floor.

CREATE CUSTOM, TAILORED SOLUTIONS

Composability gives you the freedom of choice. You can pick from a huge array of different tools to create a bespoke solution designed for your business and its goals – not everyone else's.

With a composable tech stack, you don't have to settle for a generic package solution and hope it meets your needs. You're free to assemble a toolkit that will serve your exact needs at any given time. Not only does this avoid the need to find workarounds as with an all-in-one solution, but it also reduces bloat. No package deals mean there's no need to keep any unused components around. You can focus your resources on only the functionality your team needs.

This is also called a “best-of-breed” approach since it enables you to choose the best fit for you every time.

Composable systems also minimize the risk of vendor lock-in. You may still choose multiple components from one provider, but there's no necessity to. This reduces how dependent your tech stack is on a single vendor. When it's equally easy to incorporate all your integration options, you can choose based on how well they meet your requirements – not based on how convenient they would be to deal with.

SCALE EASIER AND FASTER

With such a frictionless integration process, the barriers to adopting new technology are significantly lowered. This leads to far fewer resources and risks associated with change, whether that's different technology or a difference in scale. When you make it as easy as possible to adapt, you're proactively readying your business to respond to changing trends.

On top of that, a composable approach also helps you individually target areas of your stack for growth. Let's say there's a new component you want to work into your setup. Because each aspect operates independently, you can make individual changes without worrying about disrupting the whole. It also lets you upgrade each component when you become ready for it, not a moment before or after.

This independent operation has other benefits, too. If one element becomes compromised, it is naturally contained. The threat can't spread to other components or take down the whole stack. This makes adopting composability – and MACH architecture overall – one of the best security decisions you can make for your company.

INNOVATE EFFICIENTLY

Composability empowers a tech stack to work together seamlessly while allowing individual parts to stand alone. A huge benefit of this is that there are a lot fewer interconnections that you need to consider when making changes. Instead, you focus only on the element you must add, swap, or remove. This helps you innovate faster, easier, and with less risk.

This also benefits the go-to-market timelines. Independent elements enable parallel development, reduced dependencies, and efficient maintenance. When change is fast and easy, you can get the final product out faster than ever. Fewer costs associated with change plus the ability to beat competitors to consumers leads to a higher ROI.

In the broader sense, this also makes your system future-proof. With a traditional tech stack, there's always a risk of the entire system becoming outdated or ill-fitting, requiring a complete technical overhaul for your team. A composable approach avoids this entirely. You just need to swap out different components as they become outdated and replace them with better-fitting, more modern solutions.

INVEST IN YOUR FINANCIAL FUTURE

Let's be blunt: composability isn't always cheap. The research and implementation planning required can lead to a higher bill or longer set-up than traditional approaches. You'll also have to put together a team with the skills to maintain it and help it flourish. But if you can accept the buy-in, composability can be a revolutionary investment. Leverage it right, and you're looking at a world of financial opportunity.

That's because non-composable approaches have their own less obvious costs. The price of migration if it can't adapt to the times, opportunities that get missed because making the changes to take advantage of them is just too difficult, disorganized scaling that becomes hard to maintain – and that's not even to mention the lost potential from not being able to use technology that best fits your needs.

If you have growth in mind and want to be able to adapt to whatever the market throws at you next, choosing a traditional solution will automatically put a cap on what you're able to achieve. Composable opens up those opportunities faster and more efficiently, leading to a strong potential for increased revenue in the long run.

4 Best Practices for Applying Composability to Your Business's Tech Stack

Like any skill, applying composability to your tech stack can be honed and improved. Here are four best practices to help ensure you're getting the most out of your technology.

1. DEFINE CLEAR OBJECTIVES AND REQUIREMENTS

To get the most out of composability, it needs to be applied with intent and purpose. Defining your objectives and establishing a strategic roadmap is a great way to start. By explicitly laying out your desired outcomes, you can make sure each step towards composability serves a specific purpose. Nothing missing, nothing extra.

Clear goals will also be a vital tool in the decision-making process. These can help you prioritize your most urgent needs. Not only will this help optimize resource allocations, but it will also act as a guide. Both current and future team members will be able to refer to the established goals when making decisions for a cohesive strategy even when working asynchronously.

Recording clear objectives is also vital for measuring success. To know how far you've come, you need to know where you've started. Having specific goals that you can measure performance against is a simple way to do so. Faster development cycles, improved efficiency, enhanced scalability: whatever it is, having a benchmark to monitor progress will be critical.

Your objectives and requirements may evolve as your business's needs do. Nothing to worry about – that's the composability mindset at work. Just be sure to keep a record of how your goals change, how you address them, and how they're impacting your larger KPIs over time.

2. ESTABLISH GOVERNANCE AND STANDARDS

Establishing governance and standards when applying composability is crucial for ensuring the success and sustainability of the strategy. Without proper operational guidance in place for achieving and maintaining composability, businesses may face a range of challenges that negate the benefits.

One key reason to do so is to ensure consistency. By establishing clear guidance for how components can be combined and integrated, businesses can avoid fragmentation. It also keeps standards high across the organization. This can help streamline development processes, improve collaboration among teams, and enhance the overall user experience.

Implementing such guidance can also mitigate security risks and ensure compliance with regulatory requirements. By establishing protocols for how components are selected, tested, and integrated, organizations can reduce the likelihood of vulnerabilities. This is particularly important in industries such as finance, healthcare, government, and any other industry where data protection is of utmost importance.

Furthermore, applying standards can help businesses optimize the performance and efficiency of their tech stack. By defining criteria for evaluating and selecting components, organizations can ensure that only the most suitable and high-quality solutions are chosen. This can help prevent compatibility issues, reduce technical debt, and improve the overall performance of the system.

Composable tech stacks are powerful, but they can also be complicated. Make sure anyone who has a hand in building it understands the final vision and what to look for in composable elements.

3. TAKE TIME TO FIND BEST-OF-BREED COMPONENTS

Being able to pick your exact perfect components is one of the greatest advantages of composability. To create something greater than the sum of its parts, you'll need to carefully select the components that go into it.

There's no need to settle, so if something doesn't fully tick all your boxes, don't be afraid to look up a competitor. Swapping components later on is easy thanks to the base nature of composability, but beginning on the right foot can save you time, money, and frustration.

Comparison shopping for each component as opposed to a single all-in-one system will probably take more time at launch. However, try not to rush this process. Time is a resource like everything else, and if you're willing to invest it in this process, you'll enjoy a well-tailored tech stack from the start.

Take advantage of free trials and demos. It's hard to beat real hands-on experience. If you don't know where to start, the [MACH Alliance has a searchable directory](#) featuring MACH Certified software vendors, system integrators, and enablers.

4. USE MONITORING AND ANALYTICS

For all the careful steps that go into planning, it's still not guaranteed you'll find the best fit right away. After you have your tech stack up and running, be sure to monitor how it performs. Analytics tools and KPI tracking will help you understand how effectively your choices are operating.

This will help you ID any potential issues. Continued monitoring makes you aware of any underperformance as soon as possible. It also acts as a baseline: if you do try out a new tool, you'll have hard numbers to measure it against and make the most data-driven decisions possible.

Even if your stack is performing well, it can also identify areas for even more improvement. This can keep your business ahead of the curve and continuously improving. It can uncover trends in your organization that went previously unnoticed – or even possibly your industry at large, keeping you competitive and ready to adapt.

Make time to review your analytics periodically. This continued observation will help you leverage composability to its fullest power and ensure its maximum stability and efficiency.

Composability in Action: Leading Brands Successfully Leveraging Composability

Countless companies have stepped into the future and adopted composability. Here's a look at a selection of Storyblok case studies that have done the same and seen big returns.

To see more composability in action, check out [STORYBLOK'S OTHER CASE STUDIES](#)

PAUL SMITH [↗](#)

Globally renowned fashion symbol with unique craftsmanship and sophisticated customer experiences

THEN

Paul Smith started with a CMS that was directly connected to its presentation layer, leading to serious performance bottlenecks. Without composable architecture, there was also no flexibility to suit the organization's growing business needs. It was a roadblock to scaling, adding new technology, choosing the best integrations, and customizing the tech stack.

NOW

Paul Smith and their agency Limesharp have embraced composability in a big way. With help from the MACH Alliance, the company found the best solutions to tackle their needs: a powerful combination of Storyblok, Magento, Vue.js, Laravel, Cloudinary, and Klevu.

50%

Performance Increase

0.8 s

First Contentful Paint

92

Lighthouse Score

MICHELDEVER GROUP - PROTYRE

One of the UK's largest tire wholesalers, distributors, and retailers for B2B and D2C

THEN

Micheldever Group struggled with outdated infrastructure. This led to poor SEO, a lack of freedom to innovate new features for their users, and not enough agility to maintain and release needed improvements. The group needed a faster website with better product listing visibility.

NOW

To achieve this, Micheldever Group turned to MACH architecture. Applying a composable mindset led to a more efficient system that allowed them to provide a top-notch eCommerce user experience unconstrained by rigid, ill-fitting systems.

98% ↑

Overall Conversion Rate

28.4% ↓

Website Load Time

100%

SEO Lighthouse Score

DAVIDA

High-quality cashmere brand serving an authentic, long-lasting purpose to the conscious individual

THEN

Davida had their eye on international expansion. In addition to this desire to scale, they also wanted to provide better personalization and gain more creative freedom for their team to better tell the brand's story.

NOW

Davida opted for a fully composable eCommerce solution with a focus on a modular design system featuring best-of-breed choices for their unique needs. The tech stack features Storyblok, Centra, Vercel, and Next.js.

52% ↑

Site Speed

55% ↑

Conversion Rate

38% ↑

Order Value

Ranks 8-10x

Better on Search Engines

MARC O'POLO

Fashion brand offering contemporary, casual clothing made sustainably and with clean designs

THEN

The legacy system that Marc O'Polo operated with wasn't able to deliver the optimal customer experience. Local development simply wasn't an option, and the system required such heavy upkeep that even changing a product title was an issue that took time away from more important development tasks.

NOW

By pairing Storyblok's headless CMS with their stack of VueJS, NuxtJS, AWS, and eCommerce engine, AboutYou, Marc O'Polo crafted a best-of-breed composable approach to fit their needs. They can now easily integrate any new technology or external tools, including those they create in-house.

2 days

First Prototype

14-day

Implementation

6 languages

40 Countries

CHRONEXT

Specialized eCommerce platform for the buying and selling of certified pre-owned and new luxury watches featuring expert support

THEN

CHRONEXT began with a functional solution that met their needs, but only for a purely web-based brand. They wanted to bring a seamless mobile experience to their user base, and so needed a system that would allow them to break beyond the website-first constraints.

NOW

By going composable, Chronext could get the best of all the technologies they needed to meet these goals. Going headless with Storyblok allowed them to unlock their omnichannel potential with an iOS application while using their commercetools backend for their sales presence. Thanks to the flexibility innate to composability, they can also create custom plugins to meet their unique needs.

3x

App Session Times

7-Week

Mobile Prototype Build

BOLS

Distinguished Dutch brand known for crafting an extensive range of premium spirits and liqueurs

THEN

With an original system that lacked tools for autonomous workflows, Bols was unable to properly drive their expansion into the US market. Agency Story of AMS advised Bols to rethink their tech stack for a more effective approach. This led to the adoption of a robust eCommerce platform that would support their growing D2C approach as they attempted to adapt to the challenges presented by COVID-19.

NOW

Bols now enjoys improved SEO, better localization for an American English audience, and an improved consumer experience leading to increased revenue. Additionally, it was all achieved with a new market launch that only took 2 months.

300k+

New Users at Launch

2 Months

Implementation

WÜSTHOF

Renowned German brand specializing in high-quality cutlery created with precision-engineered craftsmanship for over 200 years

THEN

Wüsthof was seeking to elevate their brand experience both globally and digitally with the help of Vividfront. Their original setup couldn't properly streamline internal processes to their standards, got in the way of scaling, and wasn't as future-proof as they needed. The company was also maintaining different tech stacks in different regions, which led to misalignment and stunted growth.

NOW

Wüsthof can use the power of a composable best-of-breed selection to connect any integration they need to enhance the customer experience. Shopify, Storyblok, ERP, PIM/MAM, as well as software for taxes, shipping, and search functionality all easily coexist. This perfect sync between components allowed for their brand to grow continuously and as one entity.

39.24% ↑

Website Users

50% ↑

Organic Traffic

50% ↑

In Revenue

XLASH

Rapidly expanding global makeup and skincare brand

THEN

To achieve the global reach their brand needed, Xlash used 8 separate WordPress stores relying on a custom-built middle layer to sync them all. This was functional but highly inefficient: countless unnecessary hours were needed to keep everything up to date, not to mention the hassle it put the team through. Such roadblocks also made it difficult to grow, as scaling this structure required increasing the already overwhelming workload.

NOW

Swedish agency Made People guided Xlash on the composability path. They built a tech stack that brought several powerful tools together for the ideal solution: Centra, Business Central, Yotpo, Yotpo Visual UGC, Klaviyo, Klarna, and Ayden. Thanks to these changes, they were able to localize and grow efficiently and based on their goals - not the limits of their system.

2x

Organic Traffic

4-Months

To Launch

90% Visits

From Mobile

ACCELL GROUP

One of the largest bicycle and bike accessories groups worldwide managing 20 brands

THEN

Maintaining 20 brands under monolithic architecture had grown to be a challenge for Accell Group. On top of issues such as struggling with multilingual content management, the company also wanted a setup that could accommodate ambitious plans to cater to omnichannel experiences.

NOW

With the help of integrations such as Shopware and Algolia, Accell Group can easily scale across multiple brands on a B2C level. The centralized design system also allows each brand to adapt core components crucial to their specific needs while also having synced branding.

4 Sites

Built in 7.5 Months

7

Languages

CLARO

Brazil and South America's biggest broadband and telecommunications company

THEN

Claro operated on an all-in-one legacy stack that restricted the selection of technologies they could use. Since their developers couldn't work with their preferred tools or framework, they were unable to fully personalize their user experience to customer profiles as they needed to.

NOW

The benefits of composability led to greatly increased agility and adaptability within a system ready to scale. They can now connect their databases better and personalize customer experiences efficiently. Claro also has plans to expand their tech stack for their online store, mobile apps, and customer dashboard.

4 Websites

For 70 Million Customers

3-Months

Of Migration

EDUCATION FIRST

International education company known for language learning, cultural exchange, and educational travel experiences

THEN

Education First started with their own homegrown enterprise CMS. However, as time went on, it started to slow and became a roadblock, preventing teams from delivering projects on time. Any changes they wanted to make were too slow for their needs, leading to insufficient time to market.

NOW

Education First manages over 9,000 pages in 60+ language variations (486,000+ total pages). They were free to integrate different systems to create a combination that makes it easier and faster to share content.

1 Hour

To QA

5 Minutes

To Production

486k+

Total Pages

STRONGER

Bold, fashion-forward lifestyle brand offering apparel, accessories, and home goods

THEN

Working with a monolithic structure was hindering the modern experiences Stronger wanted to provide. Their rigid tech stack restricted developers and limited adaptability, resulting in bottlenecks. Swedish agency Made People advised them to consider a more reactive solution.

NOW

Stronger is now able to embrace a best-of-breed approach with a tech stack composed of Nuxt.js, Centra, Findify, Klaviyo, Flowbox, Ingrid, ReBOUND, Yotpo, and Cloudflare. These tools now support a modern eCommerce website catering to over 31 countries, 5 languages, and 8 currencies – with more growth on the horizon.

167% ↑
Order

172% ↑
Total Revenue

14% ↑
Mobile Conversions

123% ↑
Total Traffic

COACHHUB

Leading people development solution enabling organizations to create personalized, measurable, and scalable coaching programs for entire workforces

THEN

CoachHub was seeking to optimize the performance of their multilingual content library, CoachHub Academy. However, their original system presented some issues: no automated translation methods, many inconsistencies, time wasted on management, and no memory database for all the translations.

NOW

With a composable system, CoachHub was able to pick exactly the integrations they needed. This included Lokalise, a localization and translation platform that now makes it possible for content to be available in 8 languages without the disparities or disorganization from before.

25% ↓
Content Management Time

90 Countries
Across 6 Continents

Conclusion: What's Next?

Composability has been gaining a lot of traction, but it's far more than a fad. The growing popularity lies in its longevity, in the simple fact that it's the future. Composability and all the flexibility and adaptability that it offers will be how tomorrow's leading brands conquer their markets. It's only a matter of time before it becomes an industry norm and the standard for excellence.

Are you ready?

ABOUT STORYBLOK

Storyblok is a next-generation headless content management system revolutionizing how storytelling scales. With an API-first approach, it helps users create and scale content to any digital channel. Features like the visual editor and digital asset manager mean content creators can work independently. The power of headless's best-of-breed approach also means that developers can build a perfectly customized tech stack, all protected by Storyblok's ISO 27001 security certification. Add the benefit of Storyblok's advanced collaboration suite, and all these teams can come together to work together directly within the CMS. Learn more at Storyblok.com.

ABOUT THE MACH ALLIANCE

The MACH Alliance is a not-for-profit industry body that advocates for open and best-of-breed enterprise technology ecosystems. They're a vendor-neutral institution that provides resources, education and guidance through a global community of industry experts to support companies on their journey. They exist to protect MACH core principles and support buyers on standards, interoperability and other important considerations when moving from legacy to a composable technology infrastructure. The MACH Certification program is designed to give enterprises confidence they are choosing best-in-class vendors that can deliver future-proof technology.

Ready to see how Storyblok can help you optimize
the power of composability?

TALK TO ONE OF OUR SPECIALISTS

Want to try Storyblok for yourself?

TRY IT FOR FREE TODAY