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Kelly Goetsch



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Microservices for Modern Commerce

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Development Velocity by Applying
Microservices to Commerce*

Kelly Goetsch

Microservices for Modern Commerce

by Kelly Goetsch

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Foreword

We at Rewe Group, a 90-year-old international retailer with €52 billion in revenue across 40 brands with more than 12,000 physical stores, are in the midst of an end-to-end digital transformation of our entire business. Our competitors today are technology companies—not other retailers. Innovation through technology is now at the very core of our business. Technology is what gets the right product to the right person, at the right time.

I have long believed that the role of the Chief Executive Officer and Chief Product Officer would merge, as organizations shift focus to a product-oriented mindset. Most CEOs agreed with me but have found it impossible to accomplish because of the legacy enterprise technology that powers business, particularly retail. It is not possible to run an agile business in today's world while running technology that was developed in the 1990's for a different era. Quarterly releases to production are no longer acceptable. Instead, releases to production must occur multiple times a day. It's taken 15 years for a new approach to surface; that new approach is microservices.

Microservices are central to our new approach to commerce. We now draw from an infinite pool of engineering talent across Europe to build hundreds of microservices, all in parallel. The value of microservices to us is innovation. We can quickly assemble teams. Once established, each team can then iterate on a new feature in production over the course of hours rather than the months or even years it would have taken us using the traditional approach. Today's infrastructure is all public cloud-based, which offers limitless elasticity. Teams are now owners of products, with all of the tools required to autonomously innovate.

We now have a large catalog with hundreds of completely reusable “Lego block”-like commerce APIs that can be used to build innovative experiences for our customers. We must be able to adapt quickly to changes in consumer technology. Just 10 years ago, smartphones barely existed. Now they’re crucial to our everyday lives. Microservices allows us to quickly adapt to changes in consumer technology. We can have a new app running in just a few days.

Microservices has been transformational to our business in many ways and we will continue to make deep investments as we transform to be the market leader.

— *Jean-Jacques van Oosten*
Chief Digital Officer, Rewe Group
October 2016

About the Author

Kelly Goetsch is chief product officer at commercetools, where he oversees product management, development, and delivery. He came to commercetools from Oracle, where he led product management for its microservices initiatives. Kelly held senior-level business and go-to-market responsibilities for key Oracle cloud products representing nine-plus figures of revenue for Oracle.

Prior to Oracle, he was a senior architect at ATG (acquired by Oracle), where he was instrumental to 31 large-scale ATG implementations. In his last years at ATG, he oversaw all of Walmart's implementations of ATG around the world. He holds a bachelor's degree in entrepreneurship and a master's degree in management information systems, both from the University of Illinois at Chicago. He holds three patents, including one key to distributed computing.

Kelly has expertise in commerce, microservices, and distributed computing, and speaks and publishes extensively on these topics. He is also the author of the book on the intersection of commerce and cloud, *eCommerce in the Cloud: Bringing Elasticity to eCommerce* (O'Reilly, 2014).