(Re)platforming

Technical Project or Business Transformation Program?

Takeaways

1. Foster engagement and support within your organization.
2. Form a core team consisting of in-house employees with the requisite knowledge and experience. If necessary, supplement this team with external experts.
3. Select an architecture that will meet your requirements today as well as tomorrow.

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shopping tomorrow

Technical Project or Business Transformation Program?

The e-commerce market is developing rapidly: business models are constantly changing and every industry regularly welcomes new entrants. In this bluepaper, the (Re)platforming expert group will show you how to develop a technical platform that will continue to suit your purposes in our ever-changing world. We will answer questions such as:

- Why is a replatforming strategy important and what should e-commerce professionals take into account when drawing up such a strategy?
- What might your team, approach and tools look like?
- What does a platform that will allow an organization to keep updating and finetuning its e-commerce environment look like?

"Our replatforming strategy led to a shift in our approach to work and collaboration which, in turn, enabled us to learn more, and more quickly, from what we are doing."

– Sebastiaan Bekker, wehkamp

Definition

In the context of this bluepaper, a platform is a software solution that allows organizations to carry out online transactions. A crucial feature is that the platform must also be customer-oriented – in other words, we are not referring to back-office applications. The platform generally consists of one or more systems with functionalities such as a Content Management System (CMS), search function, shopping cart and checkout. Replatforming, in turn, involves modifying this kind of platform in order to meet new needs and wishes in a rapidly developing market.

About commercetools

commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. Our leading-edge API approach helps retailers create brand value by empowering commerce teams to design unique and engaging digital commerce experiences everywhere – today and in the future. Our agile, componentized architecture improves profitability by significantly reducing development time and resources required to migrate to modern commerce technology and meet new customer demands. It is the perfect starting point for customized microservices.

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