

Composable Commerce

Migration Checklist

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Migrating to a composable commerce architecture can unlock significant benefits like scalability and customization, but the process requires careful planning and execution. This checklist provides a roadmap for a successful migration, guiding you through key considerations from defining business goals and selecting composable tools to managing technical aspects, team training, and post-launch optimization. By following these steps, you can ensure a smooth transition and maximize the potential of your composable commerce stack.

We hope this checklist helps you on your journey to composable. As a platform agnostic strategy and implementation partner for composable technology, we offer a No-cost Composable Roadmap to help you determine the best of solutions and processes for your business.

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Planning and Strategy

- ☐ **Define Business Goals and KPIs:** Clearly identify the desired outcomes and how they will be measured and tracked as migrating to a composable architecture (increased scalability, faster development, improved user experience, etc.).
- ☐ **Evaluate Current Technology Stack:** Assess existing systems and their limitations to understand the migration scope.
- ☐ **Identify Required Functionalities:** Determine the essential functionalities needed for your online store (e.g., product catalog management, shopping cart, checkout, etc.).
- ☐ **Select Composable Tools:** Research and compare different composable platforms (CMS, commerce, search, analytics, etc.) based on your needs and budget. Download the [Concord Guide to Composable Tech Partners](#) for an evaluation of top providers and stacks.
- ☐ **Develop Implementation Roadmap:** Create a detailed roadmap outlining the migration process, including timelines, resource allocation, and testing phases. Sign up for the [Concord Composable Roadmap](#) to accelerate your process.

Implementation Considerations

- ☐ **Branding and UX design** : Composalbre arch allows brands to create custom content libraries and assets that align to their identity
- ☐ **Content modeling** : Make a plan to optimize your data models and content for contributors that need to manage your brand.
- ☐ **Personas and User Journey:** Personalization and custom user journeys require building a solid plan. This includes data sources and information for prospect and current customers.**API Integration Strategy:** Plan how different composable components will interact and exchange data through APIs.
- ☐ **Data Migration Strategy:** Develop a plan for migrating content, product data, and user information to the new system.
- ☐ **Security Measures:** Implement [robust security protocols](#) to protect sensitive customer data in the new architecture.
- ☐ **Performance Optimization:** Prioritize performance optimization techniques for fast loading times and smooth user experience.
- ☐ **Testing and Monitoring:** Establish comprehensive testing procedures throughout the migration process and implement analytics tools for post-launch performance tracking. Implement [A/B Testing](#) for increasing conversion and upsell/cross-sell.

People and Change Management

- ☐ **Team Training and Upskilling:** Provide training for content creators and developers on using the new composable tools and workflows.
- ☐ **Communication Plan:** Develop a communication plan to keep stakeholders informed throughout the migration process and manage potential concerns.
- ☐ **Change Management Strategy:** Implement a change management plan to ensure user adoption of the new system and minimize disruption to ongoing operations.
- ☐ **Support and Documentation:** Develop comprehensive documentation and establish a support system for users migrating to the new platform.
- ☐ **Vendor Selection and Partnership:** Evaluate and select reliable vendors for each composable platform and establish strong working relationships for ongoing support.

Post-Migration

- ☐ **Performance Review:** Review the performance of the composable architecture after launch, identifying areas for further optimization.
- ☐ **Ongoing Integration and Customization:** Continuously evaluate the need for additional integrations and customizations within the composable stack.
- ☐ **Data Analysis and Insights:** Leverage data analytics to gain insights into user behavior and optimize the online store experience.
- ☐ **Scalability Monitoring:** Monitor scalability capabilities of the composable architecture as your business grows and adapt resource allocation as needed.
- ☐ **Continuous Improvement:** Embrace an iterative approach for ongoing improvement, adapting your composable architecture based on user feedback and evolving business needs.

No-cost Composable Roadmap

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Ready to Start delivering the Personalized Customer Experience technology promised you it could?

Brands across all industries are increasingly using composable architectures to create highly relevant and targeted experiences for their customers. Having assisted many leading organizations in adopting these modern architectures and platforms, Concord has a deep understanding of best practices, opportunities, and pitfalls associated with these efforts.

To help chart your journey to composable, Concord offers a Composable Roadmap to determine your solution readiness and to build a plan that works in concert with your technology needs, and business goals.

Questions We'll Answer Together

1. How can we optimize our content management operations?
2. How can our solution be structured to support the actual needs of our contributor teams?
3. How can we maximize our investment in technology?
4. How can our organization (both IT and Marketing) benefit from a move to composable architecture?
5. What does the Headless DXP and composable market look like?
6. What would our architecture look like in a composable world?
7. Where should we start and what's the total process?

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Final Deliverable

At the end of this process, you will have a document that outlines the following topics, as well as an estimate of effort and time to build your solution with both internal and partner resources:

- An assessment of your current architecture and content management practice
- List of current-state pain points and future-state ambitions
- Pros and Cons of a composable architecture vs. traditional monolithic solutions
- Outline a future-state architecture, including best practices and key considerations
- Identify integrations, services, and best fit options within the composable market

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