

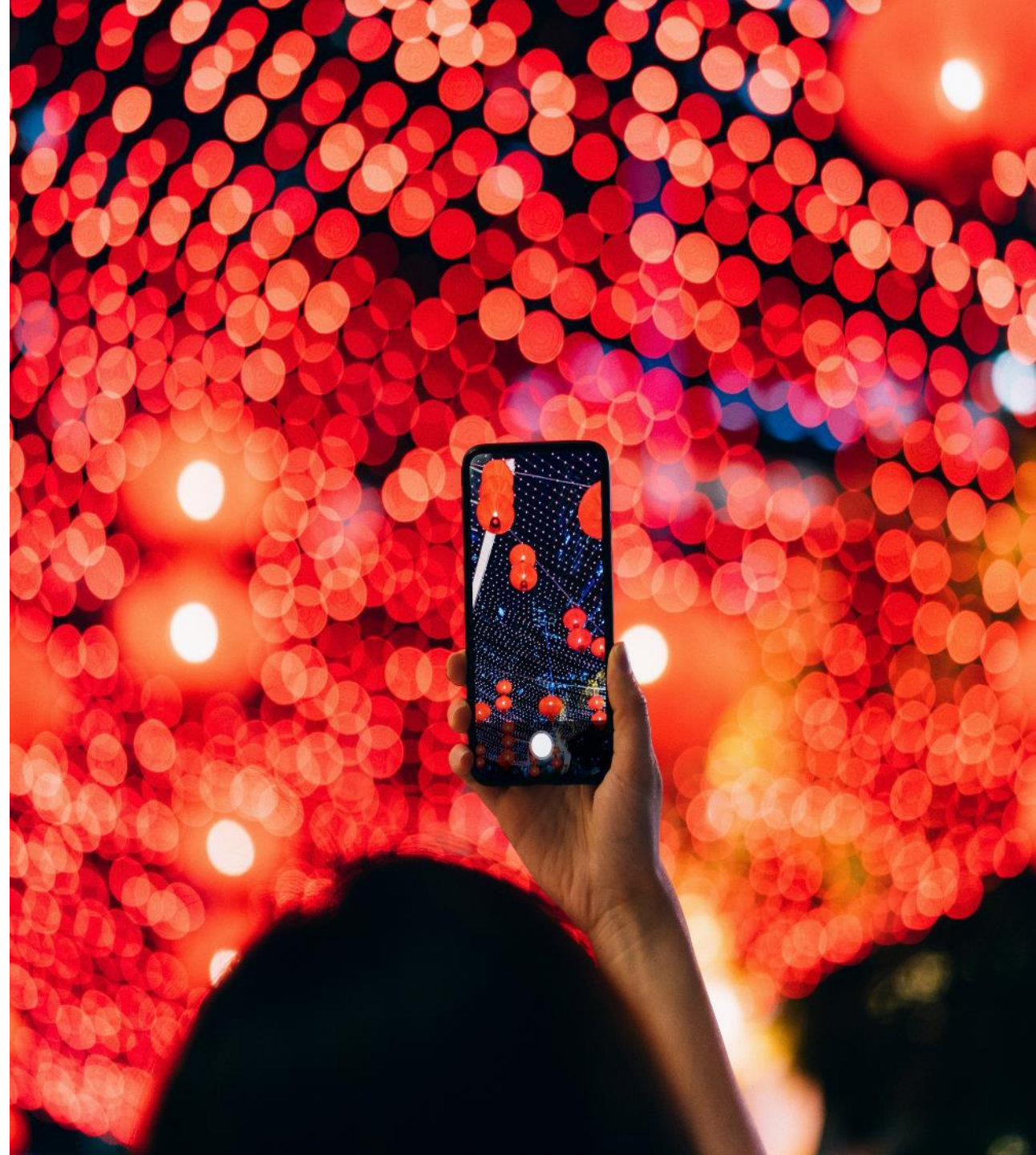
valtech.

Towards a modern architecture and mindset

Boye 22 – CMS Experts – November 9, 2022

Agenda

1. Introduction
2. Modern Architecture & mindset
3. Pros and Cons
4. An important distinction?
5. Sample strategies
6. Is a composable journey for me?
7. Where do I begin?
8. Food for thoughts
9. Q&A



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/ Pandora, LEGO, GN Store Nord, Georg Jensen, DEAS, Jabra, Foss, Widex, Alka, Horesta, Icopal, Brüel og Kjær, Nilfisk, NKT, Undervisningsministeriet, Harboe, Dansk Erhverv, Abena Trygfonden, Mærsk, MA-kasse, Sundhedsstyrelsen, Leo Pharma, Apotekerforeningen, Bilabonnement, L'oreal, Express Bank, General Mills, AO Foundation, Carlsbergbyen, Deltek...



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In the air....

A word cloud of technology and business terms set against a background of a blue sky with white clouds. The words are in various colors (blue, pink, purple) and sizes. The most prominent words are 'composable', 'architecture', and 'headless'. Other visible terms include 'saas', 'mach', 'monolith', 'serverless', 'contentstack', 'cloud', 'sitecore', 'cms', 'microservices', 'kubernetes', 'adobe', 'optimizely', 'uniform', 'cdp', 'digital', 'dxp', 'contentful', 'docker', 'container', 'api', 'content_hub_one', 'commercetools', 'ordercloud', and 'microservices'.

saas
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“Currently, the proportion of organizations opting to assemble a DXP from multiple composable components is roughly equal to that choosing to purchase a monolithic solution from a single vendor”

Gartner, feb. 2022

Trend

/ **Macro trend moving towards**

/ Composable Architecture

/ Headless Implementation

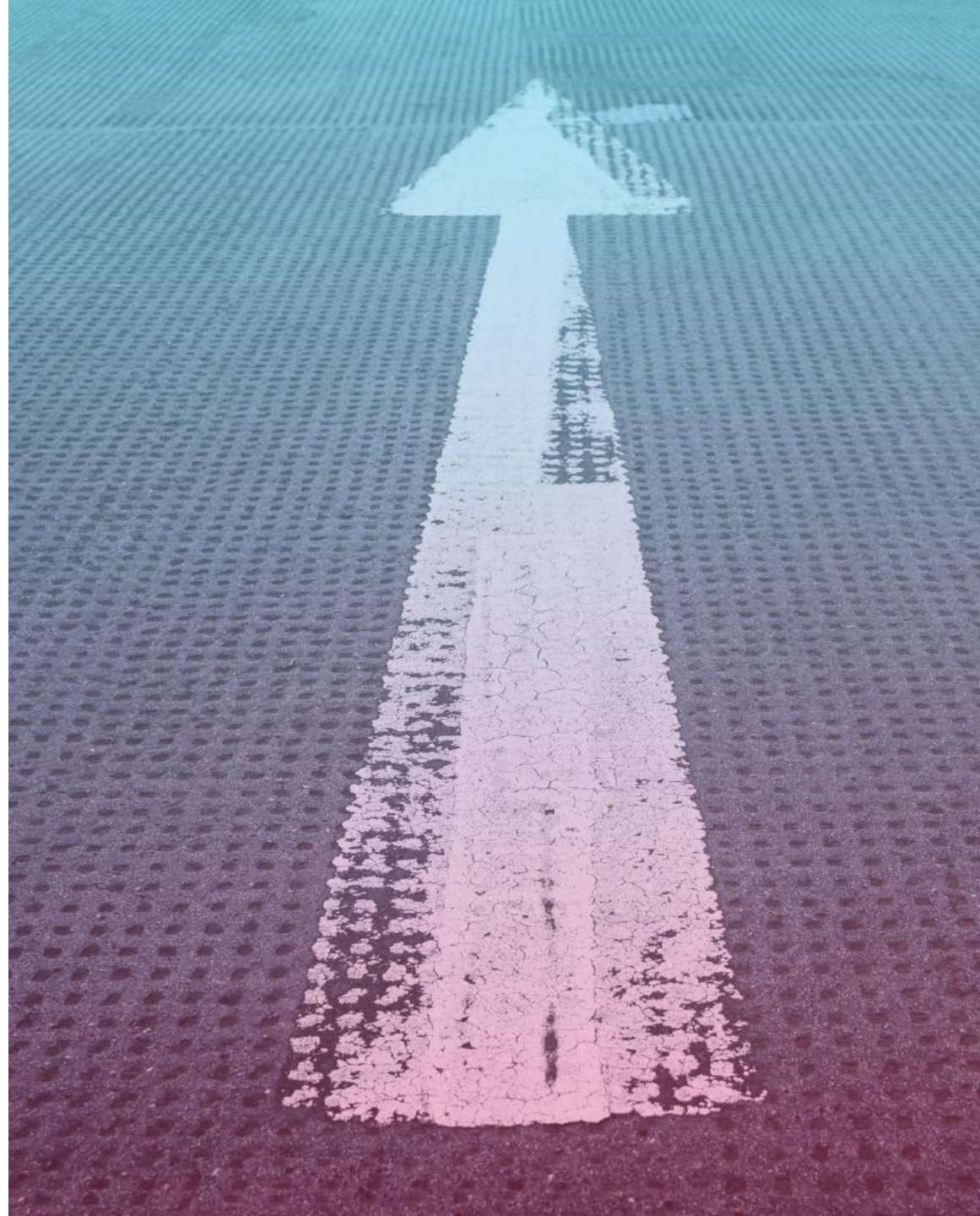
/ **Responses**

/ Composable DXP

/ “New” actors – core components

/ Composable orchestration

/ MACH Alliance



Monolith => Composable

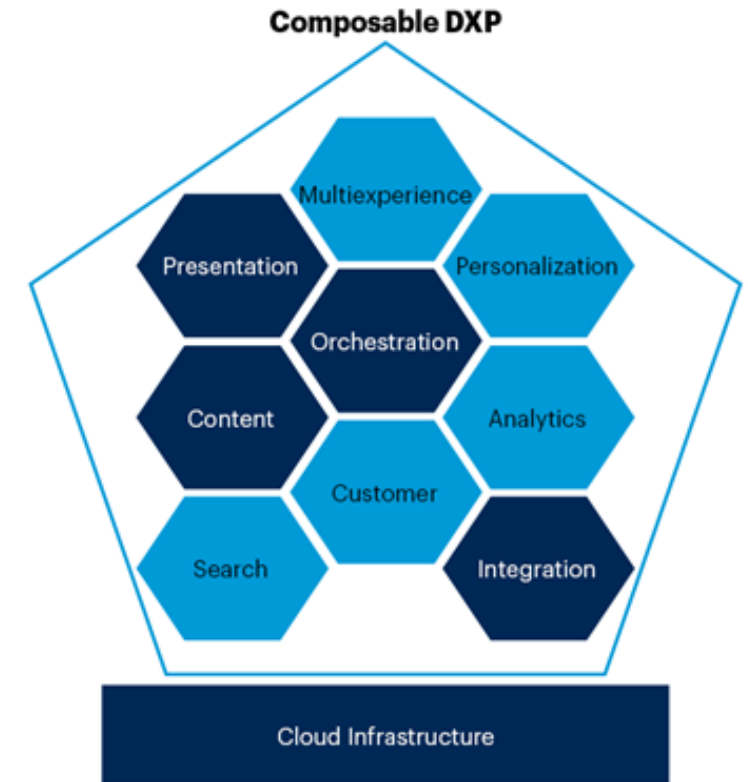
/ Typical challenges

- / Existing system landscape?
- / Existing infrastructure?
- / Compliance?

Monolithic Versus Composable Digital Experience Platforms



Source: Gartner
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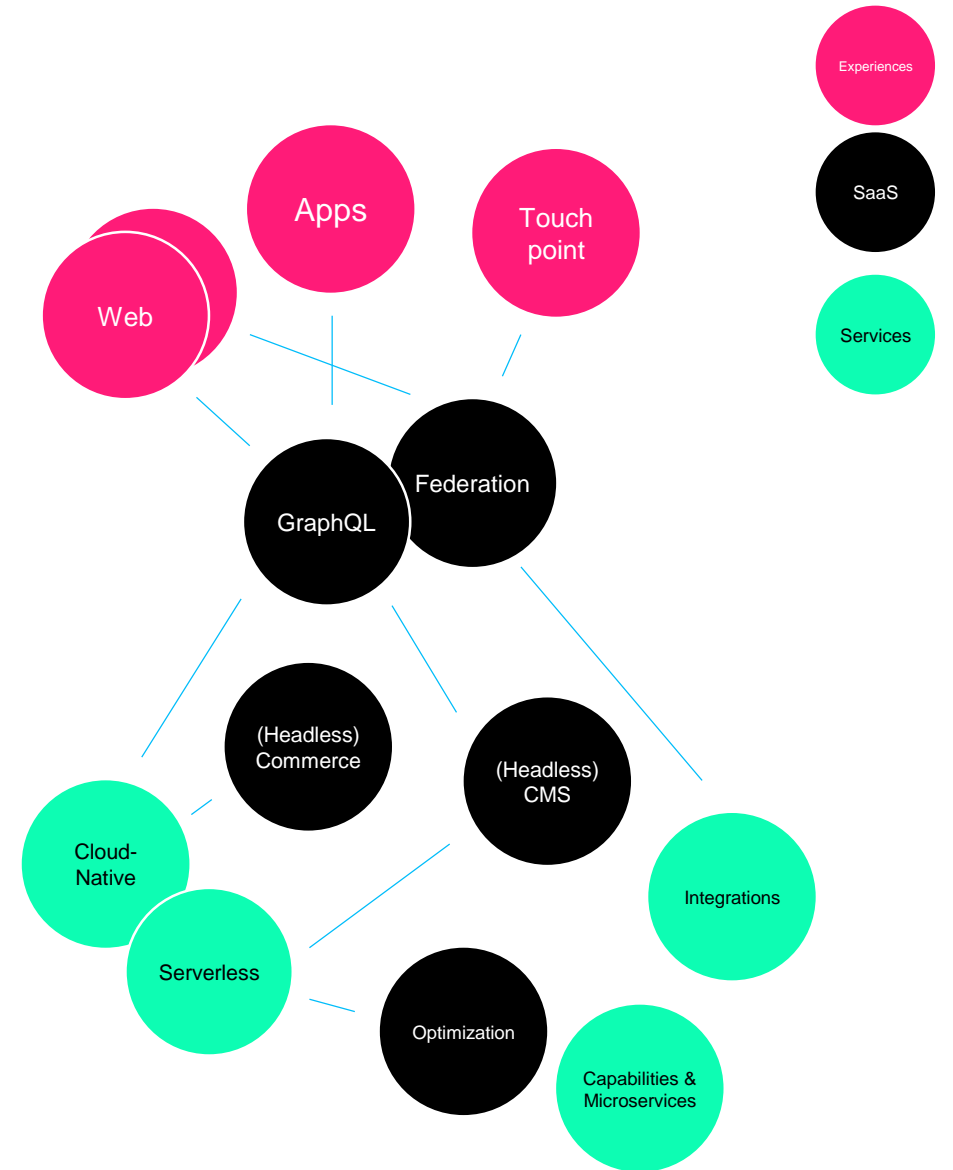


“Composable application architecture empowers such adaptability, and those that have adopted a composable approach will outpace competition by 80% in the speed of new feature implementation. [in 2023]”

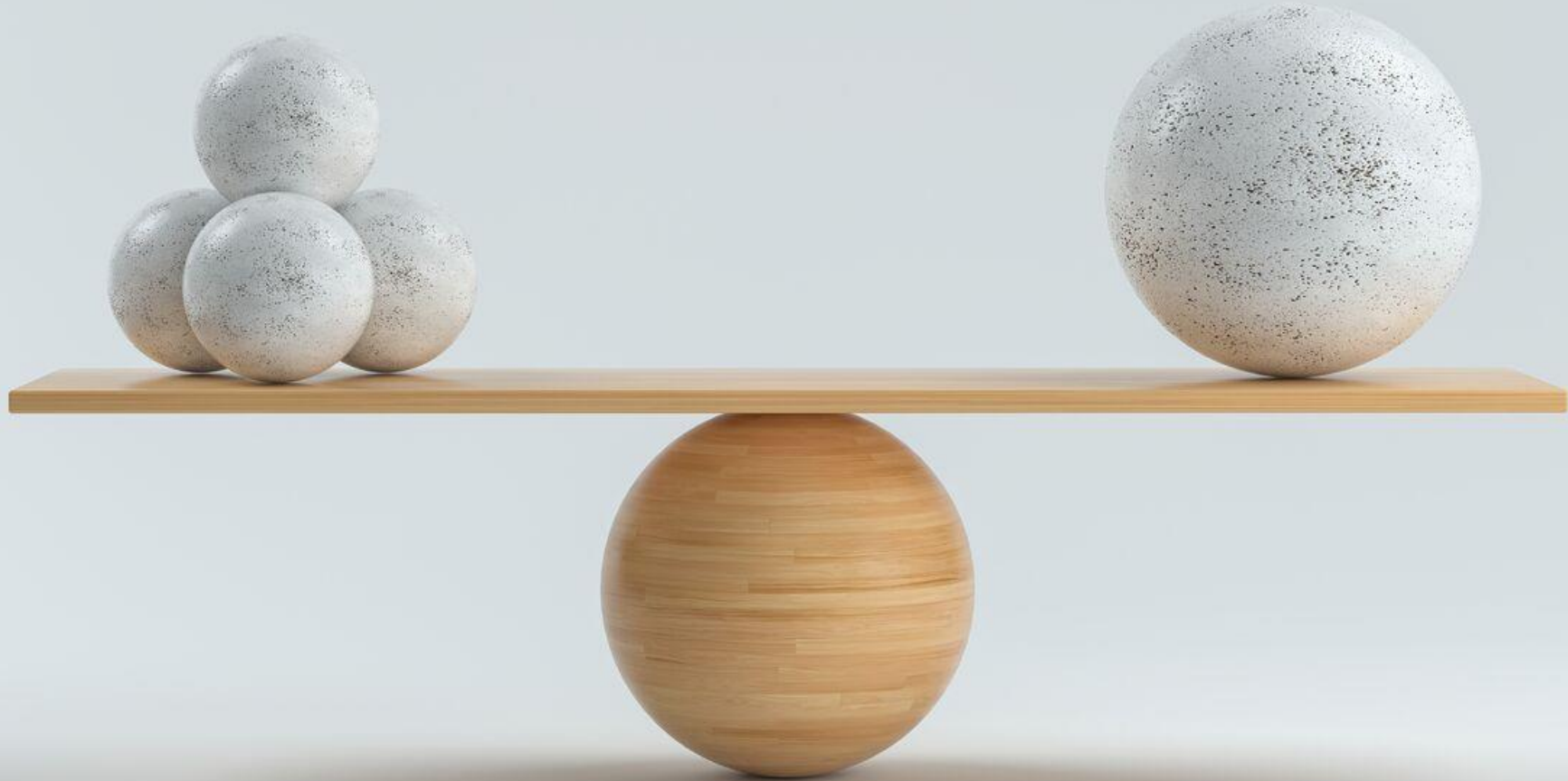
Gartner

Composable Architectures

- / Enables appropriate blends of a Buy vs. Build strategy, simplifying and accelerating transformation for commodity-tech.
- / Creates a *constantly evolving and fluid eco-system of capabilities*, re-utilized in different configurations to enable new touchpoints or business models over time.
- / Even moderately complex ecosystems may need to scale to dozens or hundreds of individual services.



Pros & Cons



Key Drivers & Business Motivators

BUSINESS

- / **Increase speed of reaction, adaptation and innovation**
- / **Compose unique solutions, yet achieve economies of scale**
- / **Protect people & process from rapid change**
- / **IT functions reflect business functions**
- / **Enable true transformation; faster activation of new digital business models**

DIGITAL EXPERIENCE AND TECHNOLOGY

- / **Release more often with less impact**
- / **Scalability**
- / **Omnichannel ambitions and mindset**
- / **Enable bimodal thinking (deliver on both predictability and exploration)**
- / **Rely more on product- & feature-led delivery**
- / **Meet (and exceed) elevated customer expectations**



Pros

- Best of Breed / Need
- Cost-effective
- Flexibility and connectivity (API-first)
- Separation of concern
- Zero downtime, independent deployability
- Isolation of data and processing hereof
- Evergreen (no upgrades)

Cons (challenges)

- Multiple systems to administer and use
- Potentially adding solution complexity
- Competencies gearing
- GDPR and other compliance considerations
- Procurement / commercials
- Marketer vs. Developer



Important Distinction

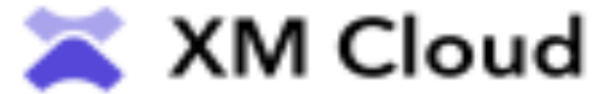
Solution vs. The underlying platform



CMS

It has been a journey

- CMS:
Simple yet strong content management solutions
- CMS => DXP Suites:
Often either Marketing or Commerce related offset
- CMS:
Back to basics with the headless CMS's
- CMS Suites => Composable DXP's



"Composable means flexibility, composable means unparalleled time to value, and composable means your future proof against whatever tomorrow brings. And with Sitecore that's here today, we reimagined the future of the DXP, a composable future where brands assemble the stack as they choose each of our composable products."

Dave O'Flanagan - CTO, *Sitecore*



Sitecore 10.3

- / Supporting the “monolith”
- / Modern REST & GraphQL APIs
- / Web-hooks for customization & Integration
- / Headless SXA & Nextjs components
- / Managed Cloud Premium 2.0
- / 200 Customer-focused enhancements

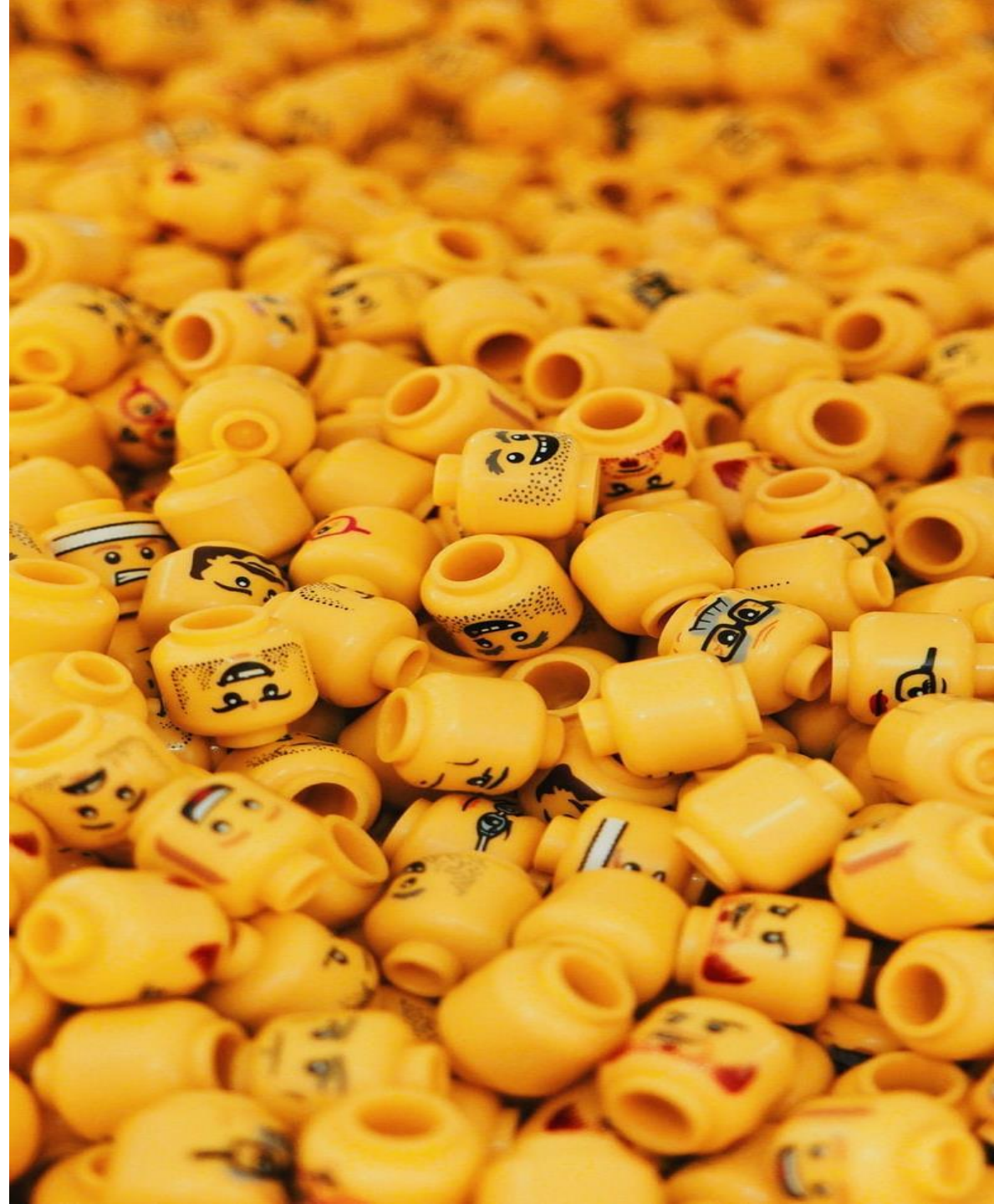


“What truly makes a headless CMS better than a traditional CMS is its content-first approach with full APIs to access and display content in any way desired. With this approach, a headless CMS enables you to author your content through the RESTful API and deliver that content wherever you need it.”

Agilitycms

CMS – back to basics

- ContentStack
- Contentful
- Content Hub One
- Kontent.ai
- Agilitycms



“Moving to an entirely new architecture at once is expensive, and can impact how you serve your end users. Uniform integrates modern composable systems with legacy monoliths to provide continuous smooth delivery, letting you update your architecture through evolution, not revolution.”

Uniform

Uniform

- Orchestration with value add-ons
- Fully fledged composable architecture or
- Embraces your legacy



**Is a composable journey
for me?**



Considerations

- Purely content management
- Processes and Workflows to support
- Globalization
- Editor experiences
- Run and Maintenance
- Ambitions and Investment plans
- Expected life-span
- Competences (Analytics, editorial, technical etc.)
- Compliance
- Channels



*“What is the strategy, the business needs - what characterizes **YOUR** organization and which partner can you collaborate with. These questions are in fact much more interesting and should, at least most of them, often come before the consideration of any component, system or platform.”*

Where do I begin?

Depends on your situation and above considerations

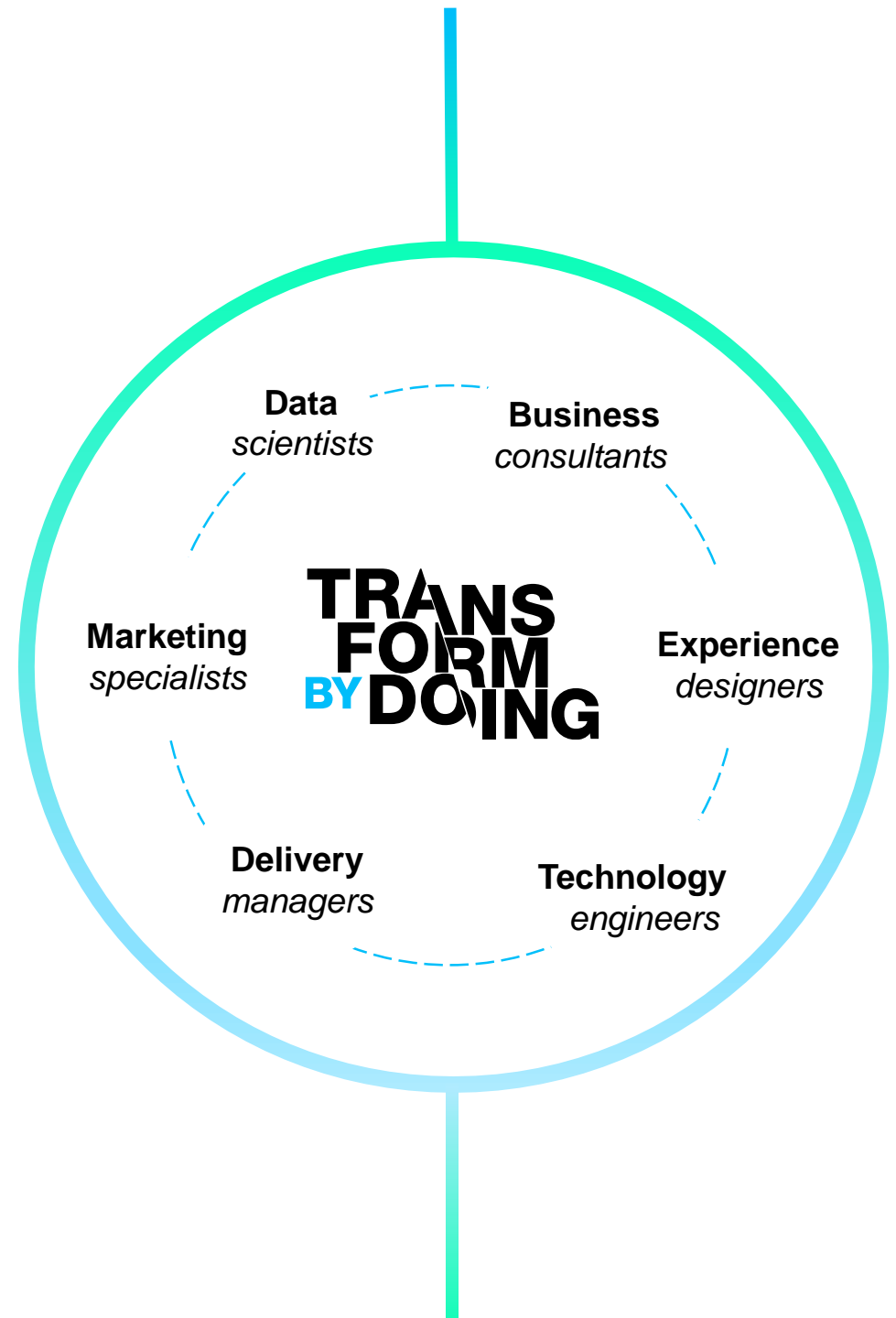
- 1) Brand new
- 2) Revolution: Re-platforming
- 3) Evolution: Incremental introduction



Approach

Transform by Doing

- / Stepwise
- / Business Value
- / Fail Fast & Learnings
- / Components



*"My default is a single process, monolithic application, simple deployment topology, you side-step lots of issues. But if I'm interested in trying something new, we **shouldn't view it as being a massive undertaking to try something else out.** That's often a problem that a lot of organizations say, "Right. You know, we think we might do microservices. Let's spend six months building a platform for microservices." It's like, "**No, no, no. Just try one and see what happens.**"*

Sam Newman

*”So my primary guideline would be **don't even consider microservices unless you have a system that's too complex to manage as a monolith.** The majority of software systems should be built as a single monolithic application. Do pay attention to good modularity within that monolith, but don't try to separate it into separate services.”*

Martin Fowler

I think most solutions in our space can be characterized as being hybrids one way or another.

More importantly I think it is important to see and evaluate what is the right choice for exactly YOUR solution and organization given all the circumstances that are relevant both present and believed to come.

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Thank you

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