

The *multi* problem.

Business leaders need to manage complexity across the different aspects of their brand. This graphic examines the ways in which complexity persists throughout the business, compounding at every step; and making decisions more and more difficult.

BUSINESS ACTIVITY

FUNCTIONS OR AREAS OF THE BUSINESS THAT CREATE COMPLEXITY THROUGH MULTI

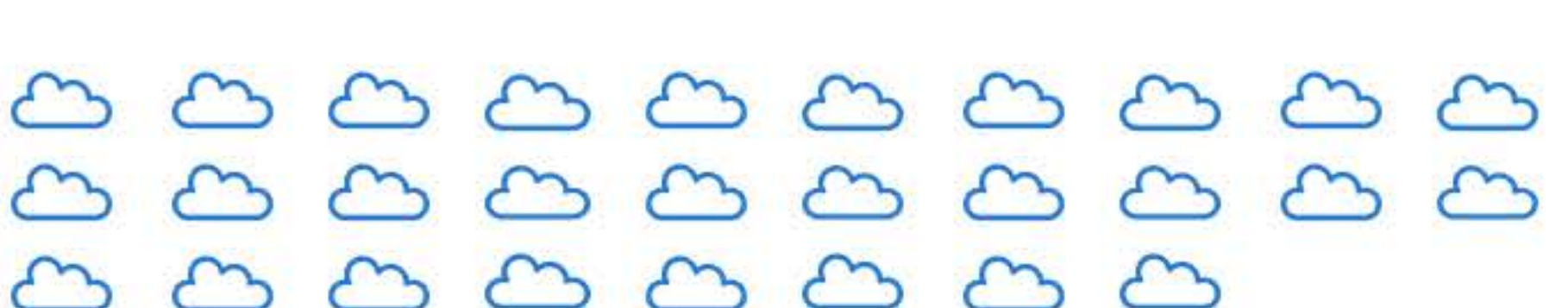
Educate



Educate is how a brand talks to its customers. It represents the outbound communication activities.

18% of brands have mastered their martech stack.

The average brand uses **28** different technology vendors across brand, agency, and publisher.



Inspire



The physical manifestation of a brand makes up Inspire. It represents the activities that generate revenue, and the organizational characteristics of the brand.

42% of shoppers return products that were inaccurately described.

57% of customers will abandon your site if they have to wait 3 seconds or longer for a page to load.




Transact



Transact is how consumers buy products and services from brands, and the various activities that occur.

The average number of connected devices per household in 2020 was **10**.

125 BILLION connected devices are expected to be installed worldwide by the year 2030.



Optimize



During Optimize, brands get the products or services from Inspire into the hands of the consumers they're speaking to during education.

33% of US adults say they're less likely to visit a store if its inventory isn't available online.

More than 55% of Home Depot online orders were fulfilled through retail stores in Q2, 2021 alone.



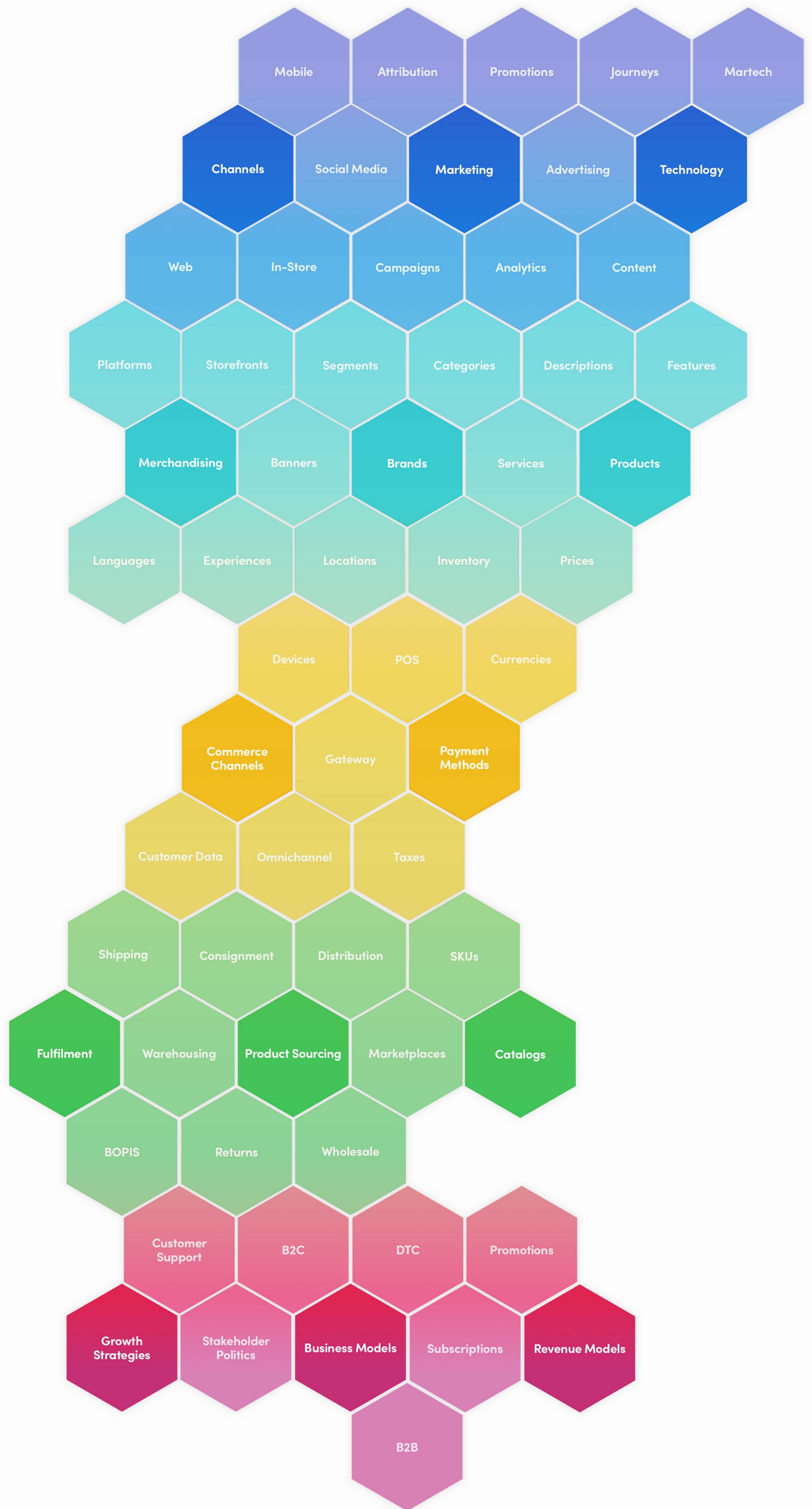
Monetize



The ways in which a brand makes money occurs in Monetize.

By 2024, subscriptions will contribute to **20%** of revenue growth for digital commerce organizations.

54% of online shoppers already subscribe to subscription box services.

In the last two decades, brands have had to move from operating one website in parallel to their in-store experience, to an almost uncountable number of channels, interfaces, and interactions. This disruption to the standard ways of doing business has led brands to experience what we call the 'multi' effect.

A brand operating in multiple countries will have to manage multi-catalogs, multi-region-specific-skus, multi-fulfilment centers, multi-tax rules relating to each of those skus and catalogs, etc. If this brand also operates under several banners, then all of those multis become multiplied in their complexity.

The good news for brands dealing with the problems of complexity—and the inevitable multis that come with it—is that help is available. A composable architecture provides brands greater flexibility, allowing them to experiment and innovate in ways that seem impossible with fixed, monolithic technology stacks. For more information about how brands are making the change to composable commerce visit [Composable.com](https://composable.com).