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.

Educate

18% of brands lose more than their
market stock

The average brand uses 28 different technology vendors (includes agencies, consultants).

Inspire

42% of shoppers value products that
are socially made/designed

85% of customers will abandon your
brand if they feel it is unethical.

Transact

125 Billion

10

Transaction is the cornerstone key
element of commerce from
ability to activate the next.

Optimize

33% of hotels say they’re best placed to
sell a data product. Yet, 70% of them
are not currently monetizing

Monetize

54% of online shoppers already subscribe to
subscription-based services

In the last two decades, brands have had to move
from operating one website to parallel to their
store experience, to an almost uncountable number
of websites, apps, social networks and external
interactions. This disruption is 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
hundreds of marketings, multi-region specific
skus, multi-click fulfillment centers, multi-tax rules,
products and services, etc. If this brand also operates
under several banners, then all of those multipliers become multiplied in their complexity.

The good news for brands dealing with the problems of complexity and the "multi- "effect 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 Commercetools.com.