

Columbus<sup>®</sup>



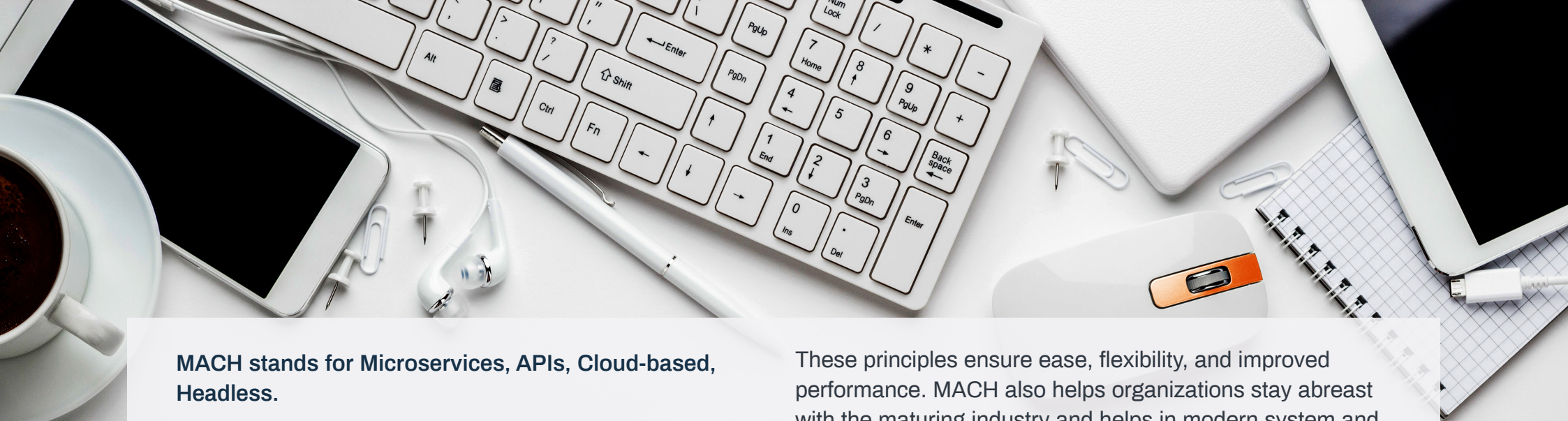
Four ways of utilizing modern  
and flexible technology to  
future-proof your business

With technology evolving at a rate of knots, it is almost impossible to always stay updated with the improving systems. Most of the time, organizations upgrade to a recent version of technology only to find an advanced version coming up after a few months of the deployment.

**Did your organization have a similar experience with your digital commerce solutions?**

As upgrading to advanced technology demands investing resources, it is not feasible for companies to undertake new deployments every other month. However, your organization can implement an e-commerce architecture that would seamlessly respond to the technological changes in the digital space. Such an architecture needs to be primarily fast, agile, and scalable.





**MACH stands for Microservices, APIs, Cloud-based, Headless.**

Digital e-commerce had come a long way since its inception two decades ago. Today, e-commerce platforms are founded on the 4 guiding principles — MACH.

These principles ensure ease, flexibility, and improved performance. MACH also helps organizations stay abreast with the maturing industry and helps in modern system and software integrations.

Let us look at how each component of MACH helps you modernize your digital commerce:

M



Microservices

A



API-first

C



Cloud

H



Headless



## Microservices

refers to the dynamic connection between two devices, which can operate with their own data and thereby function individually or work coherently as per the need.



Improves speed



Boosts productivity



Scalability—owing to flexibility in the programming language



Allows autonomy across teams



## API-first:

By enabling you to compose multiple services in one e-commerce stack, the custom API approach delivers results as per your unique business requirements. It helps you manage the technology stack, feature requirements, and integrations. Without compromising the user experience or design, the API minimizes the complexity and limitations of standardized plugins.



## Cloud:

Enabling scalability, delivering customer experiences to a large user base, and allowing quick launches are only a few benefits of the cloud-native architecture. The cloud architecture can increase your platform's scale, especially in high-demand events — festivals, season sales, etc.

This technology can be integral in monitoring performance, improving speed, and enhancing data security.



## Headless:

This approach focuses on giving customers the utmost flexibility and seamless experience to purchase from any device



## Why is MACH architecture right for your organization?

The MACH architecture manages to balance between functionality supported services and external expert vendors within your stack. Moreover, this can be done without compromising features that contribute to the digital commerce user experience. By catering to an array of your requirements, MACH architecture offers various business and technical benefits.

Here are the business and technical advantages that MACH architecture provides:



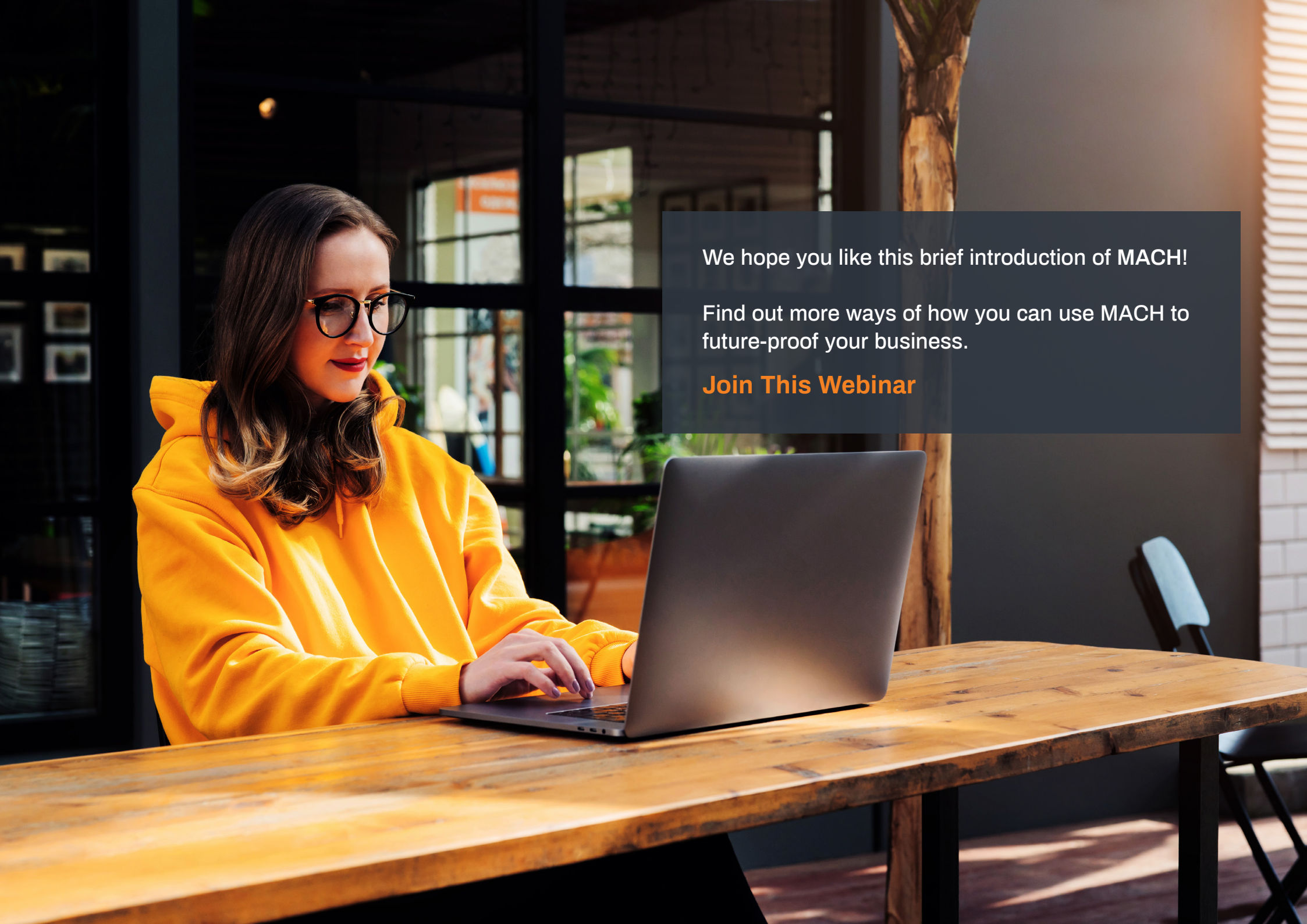
### Business Benefits

- Monetize all digital touchpoints of consumers
- Deliver differentiated user experiences — better than your competitors
- Controlled and precise integration of complex business needs into experiences

### Technical Benefits

- Eliminate dependence on one supplier with the flexibility to replace components on demand
- Faster response to evolving business needs
- Minimize costs and improve the operational efficiency

Shift



We hope you like this brief introduction of MACH!

Find out more ways of how you can use MACH to future-proof your business.

**Join This Webinar**

# Want to know more?

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Contact Us Today

## About Columbus:

Columbus is a global IT services and consulting company with more than 2,000 employees serving 5,000+ customers worldwide. Columbus helps ambitious companies transform, maximize and futureproof their business digitally. We are specialized within the industries retail, distribution, food and manufacturing. We offer a comprehensive solution portfolio with deep industry knowledge, extensive technology expertise and profound customer insight. Columbus has offices and partners all over the world and we can deliver our solutions and services locally – on a global scale. [www.columbusglobal.com](https://www.columbusglobal.com)