Mastering MACH:

A checklist for composable commerce success

A digital transformation with composable commerce and MACH architecture is not just about embracing new technology; it's a revolution in the way your brand operates and competes. The Mastering MACH Checklist is designed to guide you through items your business needs to consider across strategy, business performance, and technology, while preparing for your future with MACH and composable commerce.

Strategy & Leadership

1. Clarify the 'Why' of Transformation

Can your leaders articulate the reasons behind adopting composable commerce and MACH technology to solve current challenges and create future opportunities?

2. Cultivate Executive Buy-in

Are you able to secure support from the top leadership (e.g. CEO and CFO) with a business case emphasizing ROI, TCO, and CLV?

3. Balance Agility with Planning

Have you defined a high-level plan to align cross-functional teams and manage dependencies to enable you to remain aligned and agile through the transformation?

4. Build Internal Champions

Have you identified and empowered departmental advocates across functions like Marketing/Merchandising, Sales, Digital/Product Team, and Development/Technology who can see and contribute to the vision?

5. Shift from Project to Product Mindset

Do you have a plan to transition to a product-led culture, focusing on outcomes rather than just outputs?

6. Talent Assessment and Resourcing

Have you assessed current talent, identified gaps, and planned for upskilling, retraining, or hiring as needed?

Business Performance

7. Timeline and Milestones

Have you established a realistic timeline for the transition, including milestones for quick wins and longer-term objectives?

8. Set Clear and Measurable Objectives

Have you defined specific goals and KPIs to measure the success of the transformation?

9. Manage Change

Have you developed and started to implement a strategy for managing organizational change, focusing on communication, training, and adapting to new processes?

10. Cultural Shift and Team Transformation

Have you begun to foster a culture of agility and flexibility, transforming team structures to align with business needs and outcomes?

11. Measure Wins and Plan Iterations

Have you planned how you will track metrics and gain insights required to iterate based on feedback and performance data?

Technology and Architecture

12. Review Current State Architecture

Do you have clear documentation for the current state of your commerce platform, including technologies used, dependencies, data flows, hosting environments, and non-functional requirements?

13. Technical Research

Has your team begun to research the technologies that may become part of your future state architecture, including: frontend tools like Next.js/React, backend technologies like headless commerce and headless content platforms, and integration patterns like Integration Platform as a Service (IPaaS) and Event Stream Processing (ESP)?

14. Select a Migration Approach

Has your team aligned on the best approach for migration, be it starting with an MVP, using the 'Strangler' pattern, or doing a big bang replatform?

15. Plan Data Integration and System Compatibility

Have you begun planning and prioritizing data integrations to ensure compatibility between new and existing systems?

16. Initiate Sprint Zero

Have you begun to initiate a backlog of technical tasks required for effective preparation and discovery, and has your team adopted an agile approach to its work?

17. Focus on Quality

Have you decided on your approach to quality assurance, whether it's automated or manual, and established clear ownership of quality across functions and teams?

Orium's MACH experts can help you evaluate, plan, and execute a transition to a composable architecture. Learn more about our MACH Consult packages or speak to a member of our team today.