

2024
ANNUAL REPORT

Driving Composable Excellence
Together

Table of Contents

A YEAR OF GROWTH, STEWARDSHIP & TRANSFORMATION P3

A 2024 Overview from our President, Casper Rasmussen

YEAR-END HIGHLIGHTS P4

Chairperson, Bob Howland, details progress made in 2024

GOVERNANCE P5

An overview of our Boards and Councils

CERTIFICATION P7

How we’re creating clear guidance for enterprises adopting composable

FOCUS AREAS P9

Progress made against our six priority objectives

FINANCIALS P13

Insights into Income, Costs, and Overall Financial Status

2025 OUTLOOK P14

Expectations for another big year of MACH adoption!

“As generative AI continues to grow in interest and intent, companies are understanding that building the technology stacks in-house becomes an insurmountable task. The answer is composable technology.”

from Forbes article

Jun 21, 2024

Shelley E. Kohan
Senior Contributor, Forbes



2024: A Year of Growth, Stewardship & Transformation

2024 has been a formative year for the MACH Alliance—one of rapid growth and deepening engagement with the market. As MACH and composable architectures become the new standard, we have taken the opportunity to reflect on our role as an industry body and steward of this global movement. Strengthening our presence in key regions like North America and building stronger connections with industries such as manufacturing and professional services, we are not just growing in size—we are evolving in purpose and reach.

This year has been about stepping into a broader mandate, adapting our structure, and scaling our efforts to meet the demands of an ever-expanding community of business leaders and practitioners. Through refining our certification processes, launching and expanding our flagship education program, and fostering a supportive ecosystem, we are enabling businesses to accelerate their digital transformation and achieve long-lasting success.

2024 has proven that the MACH Alliance is not just a technological organization but a true catalyst for business re-invention. It's an exciting time to be part of this journey, and I am immensely proud of the progress we've made together. Let's continue to innovate, impact, and lead as we shape the future of enterprise technology.



Casper Rasmussen
President MACH Alliance

“The MACH transformation at Clarks has been a game-changer, not just for our technology, but for our entire business. MACH principles allowed us to scale globally, innovate quickly, and truly connect our physical and digital channels. It's the foundation for delivering exceptional customer experiences in every market we serve.”

Meriel Neighbour
former Head of Global Digital Product
Clarks



Year-End Highlights

It is an incredible honor to step into the role of Chairman of the MACH Alliance, an organization that has redefined the technology landscape. As the first end-user Chairman, I am particularly proud to represent the enterprises adopting composable strategies and MACH principles to drive transformation. Having been a MACH Ambassador from the very beginning, I have seen the Alliance grow from a bold concept to a respected industry body shaping the future of enterprise technology.

The MACH Alliance has created something truly special—a community where technology companies, system integrators, and end-users work together to advance composable solutions. Its unwavering commitment to neutrality, transparency, and rigorous certification ensures businesses can trust that MACH-certified solutions will deliver on their promise of flexibility and scalability.

My own journey with MACH architectures began years ago with the successful implementation of a MACH-based architecture at Dawn Foods in 2020. That gave me firsthand experience in seeing how a composable approach created tangible benefits around control, agility, speed to market, ROI

realization, and lower TCO. It was also a wake-up call that my solution was less about the technology and more about delivering measurable results across the business. It's this perspective I aim to bring to the Alliance as we guide enterprises on their composable journeys.

Looking ahead, I am eager to ensure that end-users remain at the heart of everything the Alliance does. By championing their needs, we can continue to grow the Alliance's independence while solidifying its position as the definitive industry body for MACH and composable solutions. My focus will be on evolving the Industry Advisory Board, creating tools for end-users, helping member companies more effectively reach end-users (aka advocating for an end to the dreaded sales deck), and helping strengthen the Alliance.

Together, we will build on this incredible foundation and enable businesses to thrive with MACH principles at the core.

Bob Howland
Incoming Chairperson
MACH Alliance



Governance

In 2024, the MACH Alliance refined its governance model to support strategic vision and operational agility. A key milestone was bringing in two end-user heavyweights: Bob Howland, the first end-user Chairman, joined the Executive Board to provide enterprise expertise, while Dylan Valade took charge of the Education Council to shape the "rideMACH" educational initiative.

The Alliance also appointed a Treasurer to strengthen financial oversight, ensuring transparency and effective resource allocation.

The Executive Board steers long-term strategy, meeting quarterly to oversee priorities and key initiatives. In addition, the President, Vice Presidents, and Managing Director formed a Leadership Team to manage daily operations and address the immediate needs of ongoing projects and programs. These groups work closely with the Executive Advisory Board, Councils, and Taskforces who all bring specialized expertise to the table.

This robust governance model fosters transparency, collaboration, and innovation, solidifying the Alliance’s leadership in composable technology adoption.

ADVISORY BOARD

The MACH Alliance’s two Advisory Boards play distinct yet complementary roles. The first, composed of C-level leaders from member companies, gives voice to the real-world experiences and challenges members face daily. The second, featuring industry experts, analysts, and founders, ensures the Alliance stays aligned with broader market needs and developments.



Bob Howland
Chairperson



Jasmin Guthmann
Vice President
Contentstack



Jen Jones
commercetools



Malte Ubl
Vercel



Casper Rasmussen
President
Valtech



Dom Selvon
Vice President
Apply Digital



Kimberly Matenchuk
Cloudfare



Amer Ali
Treasurer
Netlify



Krithika Ganesamoorthi
Vice President
Amazon Web Services



Amanda Elam
Bloomreach



Kirstin Naragon
Akeneo

Governance

“
This ecosystem is unlike any I have experienced. It’s incredibly collaborative and even makes partnership possible where historically there was competition. It’s opened my eyes even further to the power of a strong network.
”

Josie Klafkowska
Global Partner Marketing Director, VML

COUNCILS

Alliance Councils build on the strategy set by the Board, focusing on their specialized areas to drive execution. They are responsible for the ‘how’ —shaping and implementing plans to achieve the Alliance’s strategic goals. Council members, experts in growth, technology, marketing, and education, are drawn from member companies. Each council has a core team sponsor, an Executive Board sponsor, and an associated peer network—a broader group that collaborates monthly on thought leadership, networking, and providing feedback on council initiatives and Alliance activities. At the end of 2024 the Growth and Marketing Councils merged to form the Community Council, a move that reflects the Alliance’s ambition to expand its community footprint and enhance member value. This new structure strengthens collaboration, ensuring the Alliance remains a thriving hub for knowledge-sharing and industry impact.

COUNCIL LEADS 23/24

MARKETING COUNCIL



Andrew Wadsworth
Apply Digital



Irina Botea
Ninetailed

TECH COUNCIL



Stuart Guest-Smith
BigCommerce



Roberto Carrera
Apply Digital

GROWTH COUNCIL



Tal Ofer
Cloudinary



Dylan Valade
Abbott



Certification

A red wax seal and a gold metal stamp, both featuring the MACH 2025 logo, resting on a white envelope. The wax seal is circular with a raised border and the text 'MEMBER MACH 2025 CERTIFIED' in the center. The metal stamp is cylindrical with a wooden handle and the same text on its base.

In 2024, the Alliance recorded the highest certification rejection rates since its inception, underscoring the rigor and integrity of its standards. Companies that do not initially meet MACH's clear requirements often use the certification process as a catalyst to align their organizational structures and roadmaps, reapplying successfully after making necessary changes. This iterative approach allows businesses to evolve into MACH compliance over time, solidifying their commitment to composable.

We now span more of the stack - in total 31 technology categories.

Today, the MACH membership spans a wide 31 technology categories, highlighting the expansive impact of the Alliance's work and the growing adoption of composable. The Admissions Panel plays a pivotal role in sustaining this diversity, supporting organizations in meeting the criteria and ensuring that certification continues to drive measurable value for businesses and end-users alike.

ISVs

Start-up ISVs

GSI's

Supporters Enablers

Membership Categories

Independent Software Vendors - ISVs



- All products must be MACH compliant
- > \$10m ARR
- > 50 employees

Global Systems Integrators - GSIs (new for 2023)



- Global Systems Integrator
- Implementation across three continents
- > 5K employees

"Supporting MACH means more than just obeying some technical principles but a mindset that empowers customers with flexibility and options."

MACH Alliance End User Survey, March 24

Start-up ISVs



- All products must be MACH compliant
- > \$2m ARR or < 50 empl. (30-50)
- Expected to 'graduate' to standard ISV

Enablers



- Software vendor that enables ISVs and SIs - cloud vendors, CDNs, etc

Systems Integrators - SIs



- Experience and expertise to implement
- Sizable composable practice
- Boutique SI: 25 - 250 employees
- SI: > 250 employees

Supporters



- Companies who wish to actively support and engage with the community
- NOT an ISV, SI or Enabler
- Clear association with existing ecosystem

“Our certification process has always been about creating greater clarity in an increasingly complex technology landscape. As MACH grew as the industry standard, the Alliance has always taken full responsibility for guiding buyers to navigate vendor claims confidently and invest in solutions that truly future-proof their businesses. While welcoming a more diverse range of members, the Alliance's commitment to safeguarding the integrity of Certification remained unwavering. This balance—broadening our reach while holding ourselves to the highest standards—ensured we continued to serve as a trusted guide for buyers and the composable ecosystem alike.”

Jon Panella
former Chairperson
MACH Alliance



Focus Areas

1. BUILDING BRIDGES TO THE MINDSET OF MACH

In 2024, the MACH Alliance refined its message to reflect the evolving needs of the market, emphasizing how composable technologies can integrate seamlessly with existing systems. Rather than focusing solely on complete transformation, the Alliance highlights the value of composability as a strategic enhancement, enabling businesses to modernize at their own pace. By supporting this pragmatic evolution, the Alliance continues to empower organizations to unlock agility, drive innovation, and meet customer demands—whether they’re taking their first steps into MACH or expanding an established composable foundation.

This evolution reinforces the Alliance’s expanded role as a standards-setter and a trusted guide for businesses navigating composable technology. By fostering transparency and clarity, the MACH Alliance ensures its messaging aligns with the needs of modern organizations adopting MACH principles to stay future-proof and competitive.

To complement this growth, the Alliance launched a refreshed visual identity in October 2024. Designed to reflect the Alliance’s bold, forward-looking vision, the new branding underscores its global presence while staying true to the values and standards MACH represents. The new identity further strengthens the Alliance’s position as a trusted steward, enabling organizations to thrive in an era defined by composable, open, and innovative technologies.

2. CERTIFICATION FOR CLARITY AND TRUST

According to the MACH Alliance survey among end-users, 50% of enterprises prioritize MACH certification when selecting technology, and 90% expect to rely more on MACH-certified vendors in the future.

In a time of increasing complexity, creating clarity and buyer trust is key. The Alliance introduced a bi-yearly review process. All certified companies must now complete surveys every two years, with further reviews conducted if survey results suggest misalignment. In 2024, 16 members underwent this process, seven have passed and nine are ongoing. Additionally, companies involved in mergers or acquisitions are subject to immediate review; in 2024 one member was asked to leave after being acquired by a non-MACH organization.

The program also expanded opportunities for modern tech vendors in larger conglomerates to certify independently, offering end-users even greater clarity.

The Admissions Panel ensures these standards evolve without compromise, safeguarding the value of certification in a rapidly changing market.

For more information please read our [Admissions Playbook](#) and [Member Review Playbook](#)

“

MACH Three provided a community connection I didn’t know I really needed. This conference helped create space to share with like-minded professionals on similar digital transformation journeys.

”

Stephanie Holbrook
Senior Digital Product
Manager, Vystar Credit Union



Focus Areas

3. INTEROPERABILITY: A STRATEGIC ENABLER FOR IMPACT

In 2024, the MACH Alliance redefined interoperability as a strategic enabler for business transformation, with technical frameworks playing a supporting role. Central to this effort is the Interoperability Hub, a resource designed to help organizations align composable technologies with their broader business objectives.

Tailored for decision-makers, architects, and developers, the Hub provides actionable insights to unlock flexibility, drive innovation, and enable seamless collaboration across systems. Complementing its strategic focus, the Hub also offers technical resources such as the MACH Reference Architecture, interoperability patterns, and a code-first MACH diagram generator to support implementation.

The Interoperability Hub also emphasizes the critical "people" dimension of composability, offering resources on governance models, organizational alignment, and team collaboration. This year, the Alliance spotlighted data orchestration platforms, which streamline data flows across systems, accelerating adoption of innovations like generative AI.

Interoperability allows businesses to modernize without vendor lock-in, ensuring flexibility and faster ROI. It drives innovation, agility, and seamless integration, enabling organizations to focus on strategic outcomes rather than technical silos. As the Alliance continues to enhance the Hub with reference models and standards, it ensures businesses are prepared for a connected, composable future.

4. RIDEMACH EDUCATION: PROFESSIONAL DEVELOPMENT FOR ALL

Launched in 2024, the rideMACH education initiative has rapidly become a cornerstone of the MACH Alliance’s mission to empower organizations with the knowledge and skills needed to embrace MACH. Designed to meet the growing demand for expertise in open, modern, and adaptable technology architectures, rideMACH has experienced remarkable growth since its inception mid ‘24.

In its first half year, over 1,200 learners from 250+ brands registered for rideMACH courses, completing more than 400 courses, with an additional 750 in progress. Learners have rated the program an impressive 4.7 out of 5 for its relevance, clarity, and actionable insights. Course offerings range from foundational topics, to more advanced subjects, like Total Cost of Ownership (TCO), equipping professionals to lead successful MACH transformations in their organizations.

In 2025, rideMACH will expand into new areas, including practical proofs of concept (PoCs), and deeper training on interoperability—addressing key challenges enterprises face in their MACH journeys.

With rideMACH, the MACH Alliance aimed to create a program that not only educates but inspires.

“ As the Alliance matures, the Education Council aims to be an essential source of knowledge, upskilling how organizations adopt composable technology and the MACH approach. The council’s success will lead to the expansion of rideMACH as a foundational educational tool for the community. ”

Dylan Valade
sr. Dir of Digital Marketing
Abbott



Focus Areas

5. EXPANDING INTO NEW INDUSTRIES AND NORTH AMERICA

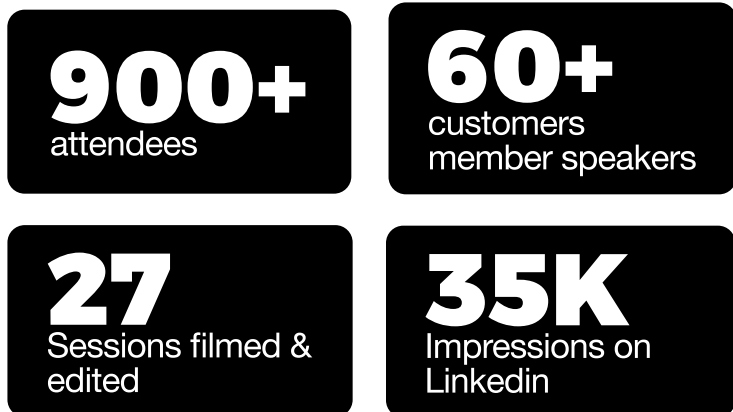
In 2024, the MACH Alliance accelerated its reach into new industries and solidified its presence in North America, reflecting the growing demand for MACH technology across diverse sectors. With a focus on retail, manufacturing, financial services, and healthcare, the Alliance has demonstrated how composable approaches can address unique challenges, from enabling agility in manufacturing processes to fostering compliance and innovation in finance and healthcare. These efforts are guiding enterprises in these industries to make MACH the foundation of their digital transformation strategies.

A major milestone in this expansion was **MACH Three**, the MACH flagship event. It was held in the heart of New York City in the summer of ‘24. Against the vibrant backdrop of the city that never sleeps, the event brought together over 600 attendees—including industry leaders, innovators, and experts—to explore how MACH is transforming enterprise technology. With over 40 speakers, thought-provoking sessions, and dynamic networking opportunities, the event captured the energy of a movement on the rise. MACH Three cemented the Alliance’s presence in North America. Notably, the U.S. accounted for half of MACH web users in 2024, with 75,000 of the 150,000 global users based there.

According to MACH Alliance ‘24 research , 91% of IT decision-makers expect composable technology to be instrumental to their success in the next five years. This underscores the rising interest in MACH, but also reinforces the need to broaden the knowledge base of MACH architectures – and more importantly, close the skills gap.

“ I was able to have real discussions with other professionals facing the same challenges without being annoyed once. This convention has the right focus on tech and operational solutions. The vendors were present but very respectful. They were also engaged in finding good solutions and providing help. It was great. ”

MACH Haus at NRF, New York



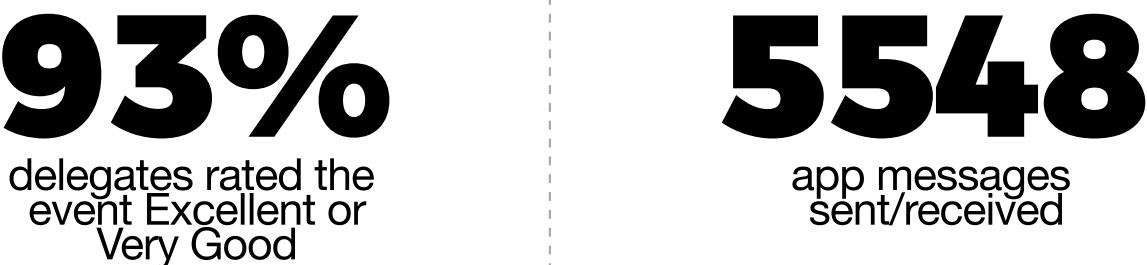
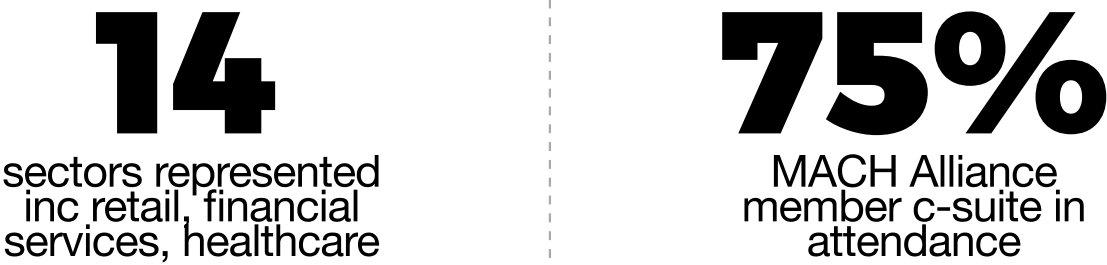
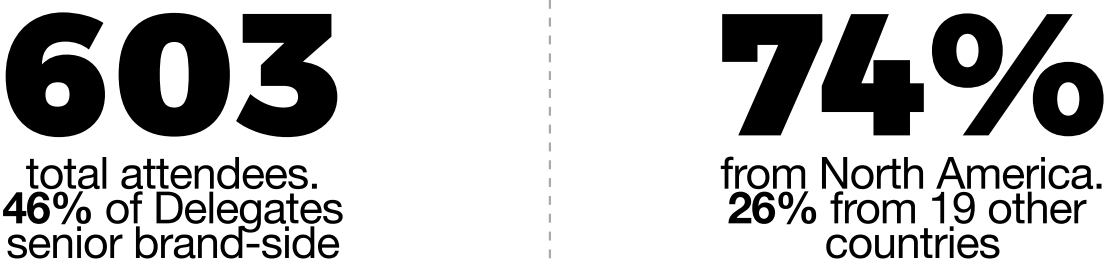
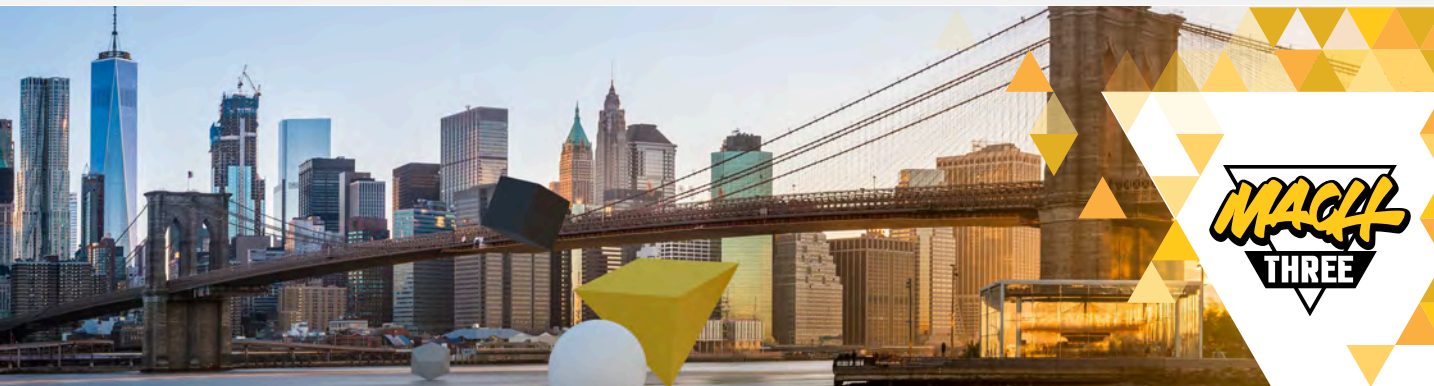
MACH Alliance at Shoptalk Spring, Las Vegas



MACH Alliance at Shoptalk Europe, Barcelona



MACH Three



Chris Vitale
SVP Technology SimpleTire

Focus Areas

6. AN INDUSTRY-FIRST OPEN AND CONNECTED COMMUNITY

The MACH Alliance's community is the backbone of its mission, uniting members, end-users, and industry leaders to collaborate, share insights, and accelerate MACH adoption. This thriving ecosystem is powered by *rideMACH*, Power of MACH (PoM), the Ambassadors network, Women in MACH, dynamic meetups, and the new Community Platform launching in 2025.

In 2024, *rideMACH* became a flagship education initiative, equipping professionals with the skills to implement MACH effectively. With over 1,200 learners from 250+ brands, it has quickly become a vital resource, ensuring businesses can confidently navigate composable transformation.

The **Power of MACH (PoM)** program enabled members to take an active role in advocacy, with 23 global activations, from MACHathons to industry panels, fostering collaboration beyond the Alliance's formal structure. The

Ambassadors Program continued to expand, bringing together 45 industry leaders who share unfiltered insights and guide others on their MACH journeys. Companies include JCPenney, Mars, and Abbott.

The **Women in MACH** initiative entered its third year, strengthening inclusivity through a global mentoring program that connects hundreds of professionals. At its London summit, the Alliance also launched a DEIB tool, providing companies with a practical framework for scaling diversity efforts.



By 2027, at least 60% of new B2C and B2B digital commerce solutions, developed for the cloud, will be aligned with MACH architecture principles”.

Gartner Publication - April 2024

Financials

The MACH Alliance solidified its position in 2024 as the industry’s leading authority on composable transformation, driving meaningful change across the global tech ecosystem. In alignment with our mission to propel current and future digital experiences with open and connected enterprise technology, we focused on strengthening in-house expertise and expanding educational initiatives. These strategic efforts reflect our commitment to delivering long-term value and equipping members with the tools to succeed in a rapidly evolving market.

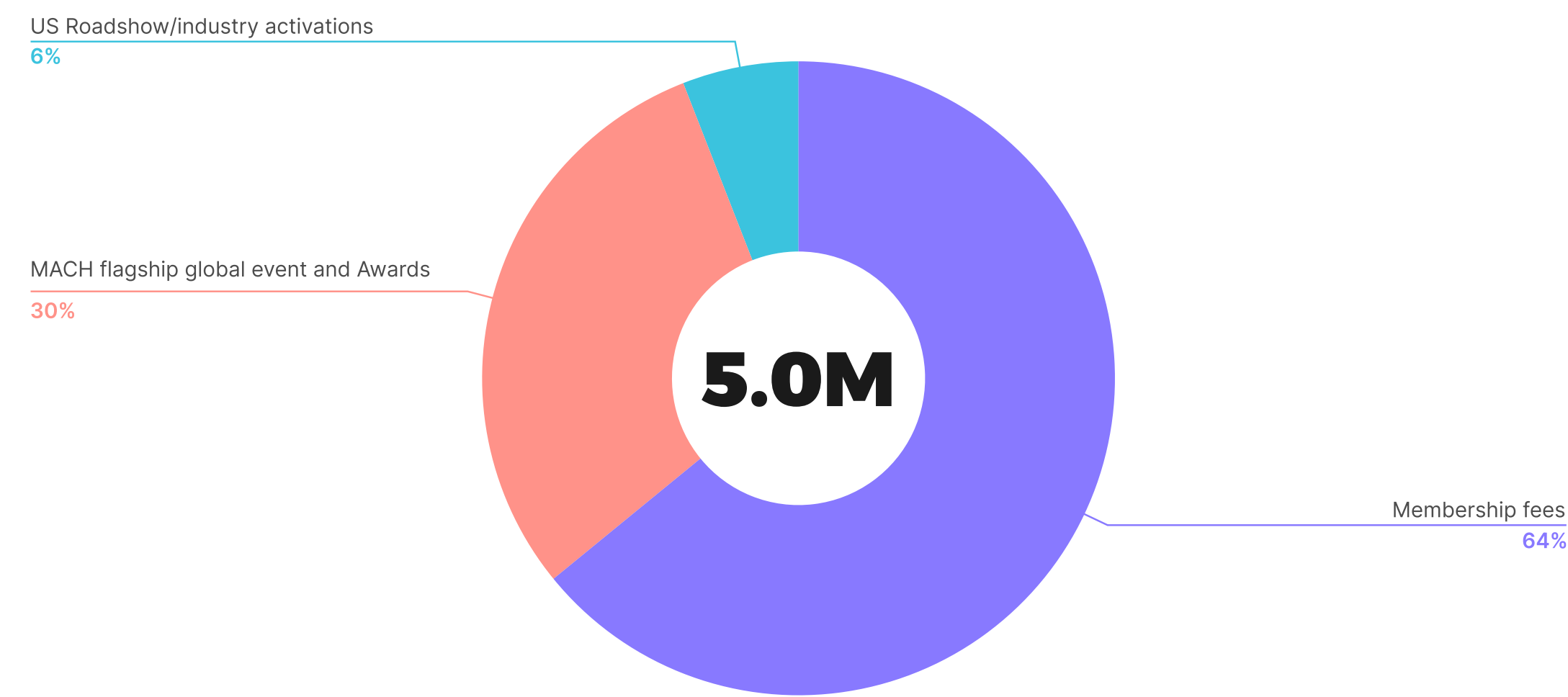
In 2024, total income reached \$5 million, with Membership fees as the primary contributor. MACH Three, our flagship event, remains a cornerstone of member engagement and advancing the Alliance’s vision. Designed to operate near break-even, these events prioritize accessibility while maximizing community impact.

Expenditures totaled \$4.9 million, reflecting investments to reduce reliance on external vendors and build an internal team aligned with our goals. Our expanded educational programs provided members with enhanced

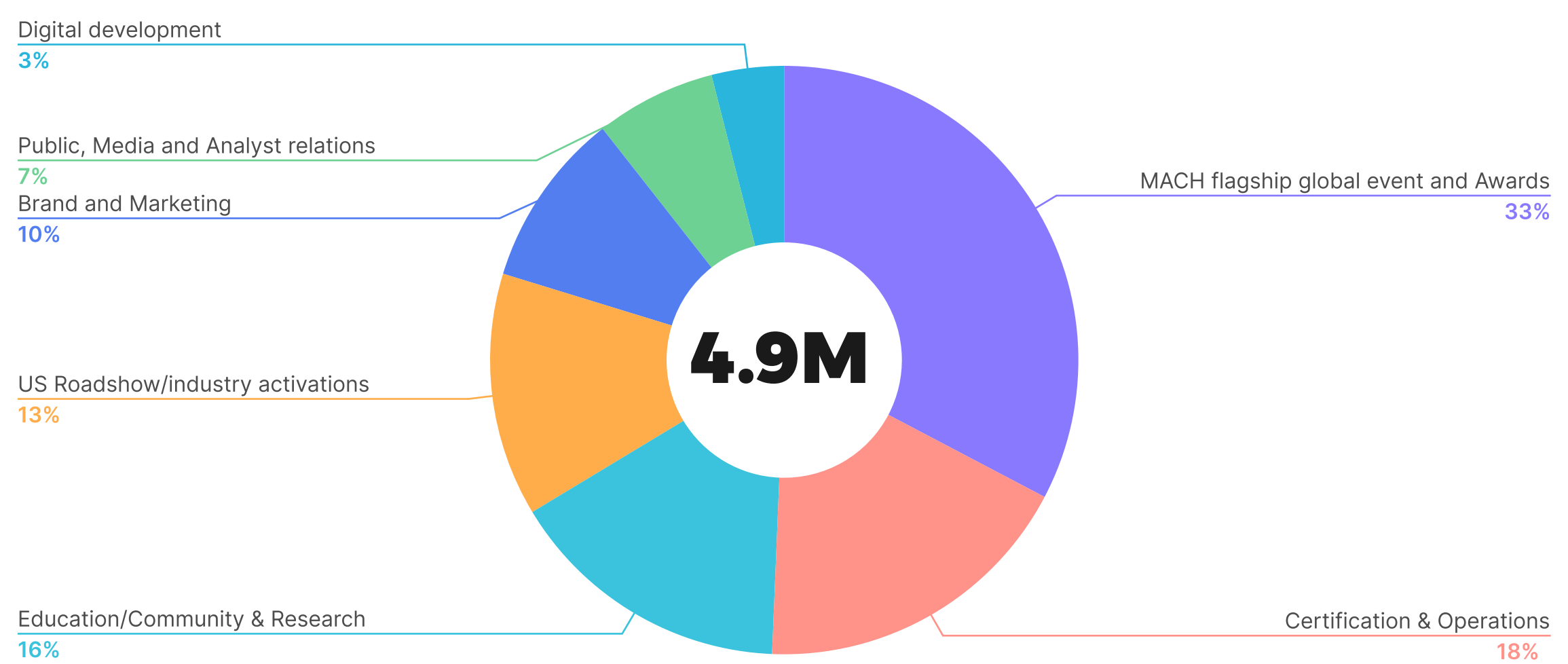
professional development opportunities and supported the ongoing expansion of our U.S. presence—laying the foundation for sustained growth and broader industry impact.

As a 501(c)(6) nonprofit organization, the MACH Alliance remains dedicated to fostering an inclusive, collaborative environment that drives industry advancement and supports member growth. This designation allows us to channel resources into initiatives aligned with our mission while adhering to IRS standards.

BREAKDOWN OF INCOME - 2024



OPERATIONAL COSTS - 2024



2025 Outlook: A Year of Action and Impact

The MACH Alliance enters 2025 with renewed purpose: to empower businesses to embrace open, connected, and composable digital ecosystems. This year marks a pivotal shift toward execution, ensuring businesses have the resources, expertise, and community to innovate boldly, thrive in competitive markets, and integrate MACH principles more effectively than ever before.

A refreshed governance model brought end-user expertise into leadership, enabling enterprise buyers to shape the Alliance's priorities. The launch of rideMACH equipped professionals globally with the skills to drive MACH adoption, while the Interoperability Hub laid a critical foundation for seamless system integration. Across industries and regions, the Alliance expanded its influence, establishing itself as a trusted guide for businesses navigating complex digital transformations.

In 2025, the Alliance accelerates the path to composability

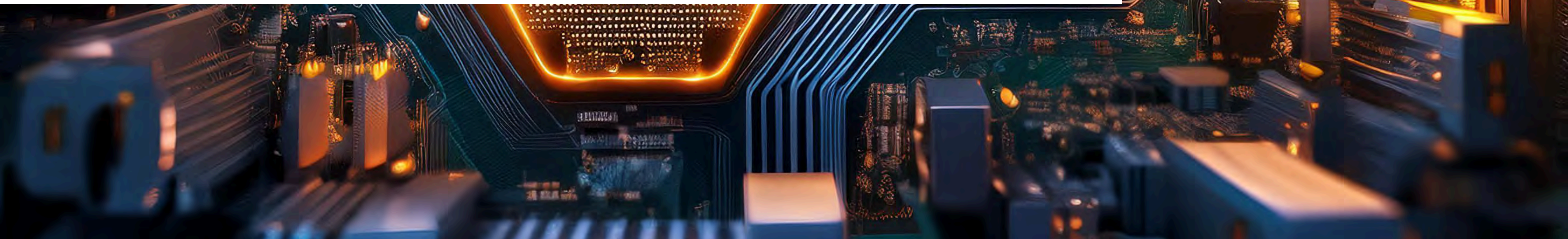
In 2025, the MACH Alliance shifts its focus from building the foundation, to empowering businesses to confidently embrace composable approaches. Two key initiatives will redefine how the Alliance drives impact, helping enterprises navigate the journey to MACH with clarity and support.

First, the **expansion of interoperability** standards will build critical bridges between traditional and modern technologies, simplifying transitions and unlocking the full potential of MACH architecture. By extending support across more of the tech stack and into new sectors, the Alliance ensures businesses at every stage of digital transformation can find solutions tailored to their needs.

Second, the Alliance will introduce an **architect certification program**, enabling organizations to identify, nurture, and upskill the talent required to successfully design and implement MACH solutions. Paired with the growth of the rideMACH program, businesses can invest in their people with confidence, while ensuring their teams are equipped to lead in this new era of composable technology.

Additionally, the Alliance is prioritizing **easing procurement**—a critical pain point for enterprises adopting MACH solutions. Standardized templates, glossaries, and vendor evaluation frameworks will streamline the buying process, reducing complexity and enabling businesses to make informed decisions faster.

Together, these initiatives represent a commitment to empowering enterprises with the tools, talent, and resources needed to confidently embrace composability and thrive in a MACH-driven future.



A Global Community of Innovators

We have a rich network of relationships with organisations across the commerce technology ecosystem. This includes partners, clients, and service providers. The movement toward MACH is an exciting transformation. We look forward to helping our clients accelerate innovation to better deliver more seamless and secure experiences for their end customers in a rapidly evolving landscape.



Kate Walton
Managing Director
Chief Commercial Officer
Merchant Payments @ JPMorgan Chase

Kraft Heinz managed to up their engagement scores by 78% and engagement scores by 30% through their MACH transformation.

 **OPEN CASE STUDY**

Through the roll-out of a hybrid B2B Commerce solution the international chemical firm, **BASF** achieved a customer satisfaction of 8/10.

 **OPEN CASE STUDY**

Vision Healthcare drastically increased their add-to-cart ratio and conversion rates.

 **OPEN CASE STUDY**

Leveraging a MACH approach, **Bulk Nutrients** built a scalable store meeting the company's evolving needs.

 **OPEN CASE STUDY**

Get in Touch



info@machalliance.org
www.machalliance.org

