



THE
COMPOSABLE
CONFERENCE

MACH THREE

TAKEAWAYS

AI REVOLUTION IN C&G

JUSTIN THOMAS - KRAFT HEINZ COMP

June 17-18 | Convene, New York City

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“We were joined by 603 people at MACH THREE, 74% from North America, across 14 industry sectors including retail, healthcare, manufacturing, finance and education. This diversity in segments is a demonstration that MACH and composable technologies are gaining adoption universally, ensuring brands can leap ahead of their current digital strategy curve.”

Casper Rasmussen
President, MACH Alliance



An introduction

We've only seen the beginning!

The expectations of MACH are high, and we are continuing on our mission to be a neutral industry body serving as the beacon to enterprises for composability and MACH, to bring you ahead of the current digital strategy curve. The Alliance remains committed to:

- Community: a network of composability experts and leading enterprise brands, able to leverage the tools, assets and services to guide organizations through the obstacles that will come.
- Clarity: standards that create transparency - ensuring MACH-certified solutions are honest about what they are, and what they are not.
- Creating confidence: enabling brands to take big steps and outpace the competition, achieving speed and agility.

We are an enabler for organizations to realize their strategy, and help to utilize the full potential of MACH practices and principles, and we're only starting to set the bar for what is yet to come...



Casper Rasmussen
President, MACH Alliance



#1

LESSONS FROM THE EXPERTS

Apurva Parikh described how **Tapestry** was able to **engineer for speed**, as their out-dated digital architecture was highly disparate, 4 different platforms with 6 code bases across 18 websites resulted in their digital platforms running at crawling speed.

By adopting a unified platform approach with MACH, including a composable CMS, PIM, and other reusable components, Tapestry was able to achieve:

- 1 primary platform to host all of Tapestry's eCommerce solutions
(1 platform, 1 codebase, 17 sites, 3 regions)
- A modern decoupled architecture
- ~40% reduction in effort, time, and maintenance
- 100% adoption



MACH THREE in Numbers



603

senior business
and technology
leaders attended



74%

from North America.
26% from 12 other
countries

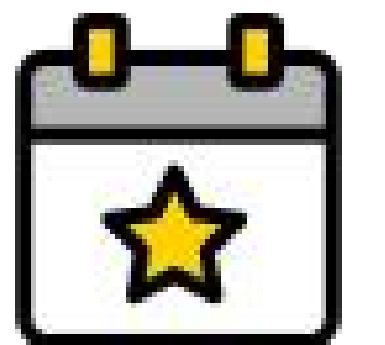


14

sectors represented
inc retail, banking,
healthcare

93%

delegates rated the event
Excellent or Very Good



98%

feel more enabled to
move forward with
composable approaches



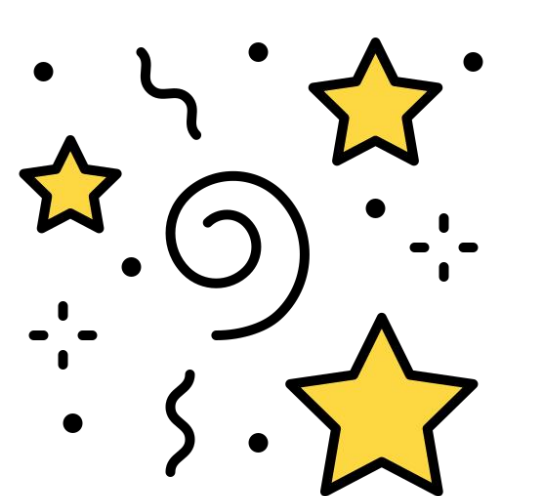
91%

are very likely to
recommend a MACH
Alliance event to a friend
or colleague



88%

rated the networking and
social opportunities
Excellent or Very Good



20+

press articles and more
to come, find them [here](#)



Supercharge your Composable Journey with MACH



Organizations are facing numerous external challenges that extend well beyond the pandemic's impacts, compounded by a rapid shift to a digital-first world. This has had a lasting effect, meaning businesses must stay agile in this fast-paced market to meet and exceed evolving customer demands. Modern organizations that have pivoted to composable technology stacks leveraging a MACH approach have been best positioned to respond effectively to uncertainty and change.

Historically, composability and a MACH approach have been primarily adopted in the retail and e-commerce industries.

However, we are now seeing a significant shift as other sectors, including financial services, manufacturing, and healthcare, are recognizing the benefits of MACH's modularity, flexibility, scalability, and adaptability.

Our 2024 global annual research found that 87% of brands we spoke to have increased their investment in MACH over the past 12 months. Furthermore, 91% stated that MACH technology will play an important role in ensuring their organization's success in the next five years - a 26% increase year-over-year in the proportion who now see MACH as the key to boost their competitive advantage.

“In 2015 we bought into the monolith big black box that boxed us in for the next 5 years... five years of problems that we just dealt with. You can't maintain systems that are broken... and we learned that one solution is not going to be the best at everything.”

”



Kristen Liebert
Vice President of Business
Transformation & Treasurer,
Rally House



How and Where to Start with Composability



At MACH THREE, we heard from a wide range of brands across numerous industries, all on their own unique MACH journeys. There is no right or wrong way to get started with MACH, the point is to get started!

Ulta was able to deliver a digital store of the future, migrating off a slow and limited monolith stack and EOL products, and onto a best-fit composable architecture. By milestoneing their journey, they were able to best plan for their incremental rollout and cutover journey.

Looking ahead into the next century, **Dawn Foods** embarked on their MACH journey with a customer-centric mindset, expanding better content and commerce experiences for their customers, meeting them when and where their customers wanted to engage with them.

2

LESSONS FROM THE EXPERTS

Mattel solved their unscalable and disorganized digital asset management platform, with a MACH approach.

Deepak Madhavan shared their approach to a composable and user-centric design:

- Unlock the art of the possible: be ready to conceptualize your vision
- Define your problems: look at them through a customer lens
- Validate assumptions: find an outlet to test them
- Develop the product: get on your path to making it real, with the composability to deliver
- Invest to scale: measure, scale, and evolve
- Have the courage to test and learn!

“ For years industry veterans said composable solutions were hype. Renegades who embraced the change are stacking up big wins. At MACH THREE I learned about emerging research that explains how business software and complexity has changed quickly without the consent of business, procurement or IT and how that affects our teams. Our MACH Alliance community understood the game was changing early and now we’re ahead of the curve in people, process and tech. ”



Dylan Valade
Senior Director of Digital
Marketing, Abbott

How and Where to Start with Composability



Wegmans struggled with speed-to-market and limited customer insights. Migrating from a black box they had outgrown, to a flexible and scalable composable architecture, they were able to ensure all customer-facing experiences, whether in-person or digital, would be exceptional.

Neiman Marcus was challenged with the question: how do I introduce my idea to the customer next month, and not next year? On a monolithic framework this wasn't possible, but by adopting the right set of composable technologies, paired with the right set of people, they are able to deploy 'on-demand' ensuring their new ideas make it to customers in real-time.

Measuring success with MACH is different for every organization.

Kraft Heinz shared their views on how technology is an enabler for creativity and innovation, but talent also determines the success of a transformation.

We heard from **MARS** that their measure of success includes never having to go through a full digital transformation again. They now exist in a continuum of change with MACH.

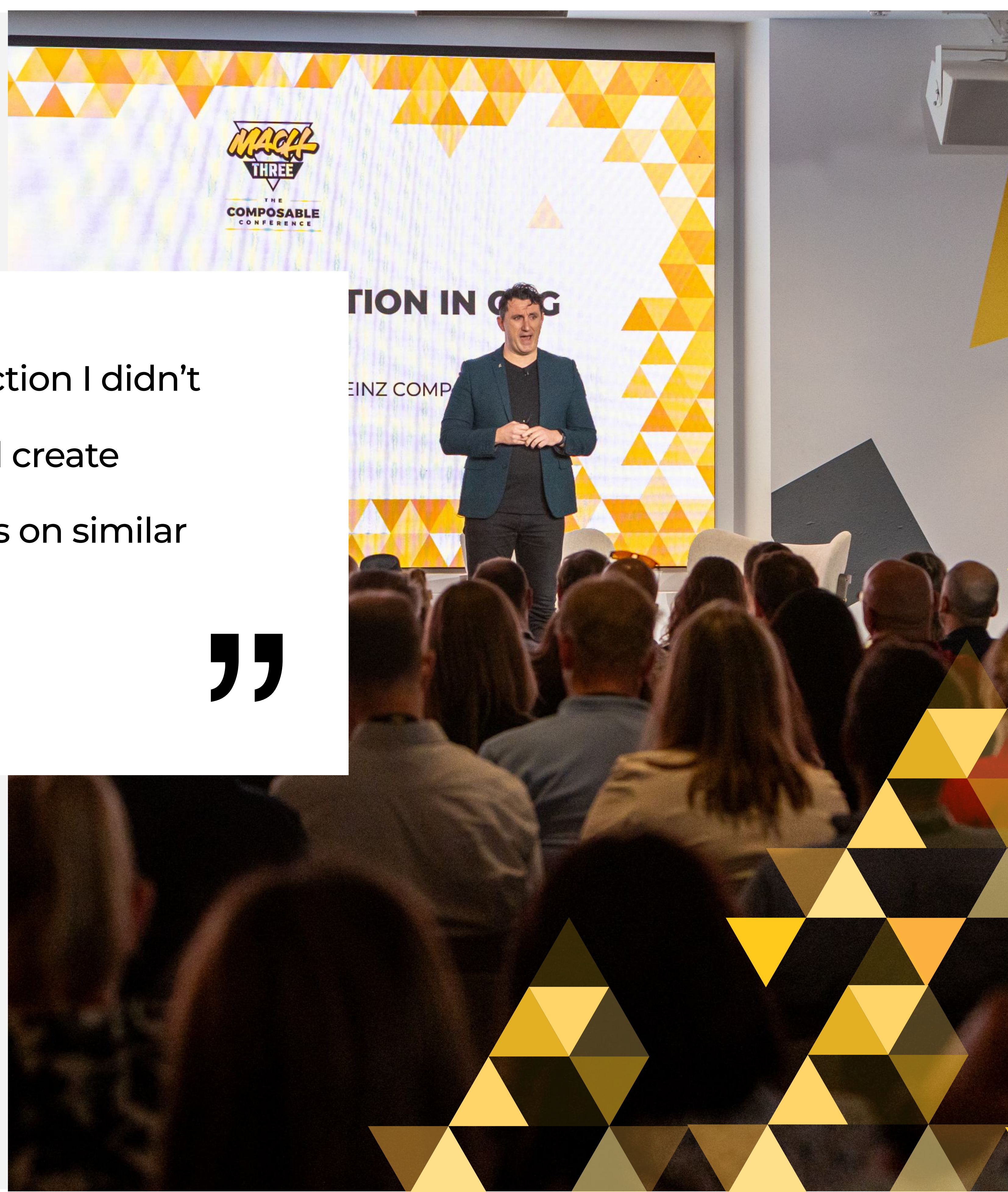
Cepheid successfully navigated the demands of COVID-19 on the healthcare industry, by embarking on their transformational journey with MACH, enabling them to better prioritize customer care.

“ 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



How and Where to Start with Composability



Meriel Neighbour at **Clarks** shared some important internal considerations brands need to plan for as part of their digital journey, when the deadline will not move:

- Business engagement is critical - engage early, collaborate, and be ready for trading!
- Have a common shared goal built on trust and collaboration
- Be laser-focused from top to bottom on the deliverables and go-live milestones
- Ensure you have the knowledge and expertise
- Be clear on dependencies and hold your scope
- Celebrate success!

#3

LESSONS FROM THE EXPERTS

Brian Abston from **Wendy's** called it like it is - tech is easy, people are hard!

You might have a good team, but if you don't have good processes and culture, you'll only be holding your team back.

A reliable and credible partner will help change the culture of your company and steer the team towards success.





#4

LESSONS FROM THE EXPERTS

One of the key learnings for **Dawn Foods** was shared by **Bob Howland** and **Gireesh Sahukar** about how they developed their **customer-centric approach**:

- When you think about digital and technology you tend to look at it through the eyes of the company. The best approach is to flip it on its head.
- Challenge your business and executive teams to instead look at the business through the eyes of your customers.
- This approach allows your business to embark on its transformational journey with a deeper customer understanding, to better align products, services, and offerings.
- MACH technologies allowed Dawn Foods to run small pilots with real-time changes, tests, and deployments to better understand customer needs, without any disruption to their business.
- Dawn now has 20+ composable technologies in their stack, and in the past 3 years have replaced ~10% due to the ability to pick and choose the technologies that are best fit for purpose.

Justin Thomas won the ‘Individual Contributor’ MACH Impact Award, while Kraft secured both the ‘Best Manufacturing’ and ‘Grand Prix: Best Digital Experience’ Awards. What we learned from Thomas and Kraft:

- They benefited from the ability to lean on MACH, a philosophy bigger than their brand or one person making a decision. A true approach - to cut through bureaucracy, and shed legacy.
- Kraft has adopted the ‘Rule of 3’ approach: Focus - what do we want to talk about? Simplicity - communication to bridge the disconnect between IT and Marketing, and, Standards - real rigor because no deliverable should be sub-par.
- The ability to bring focus, simplicity, and standards to the business has enabled Kraft to achieve speed and agility.



Kerrigan Baron

Sr. Technical Director, MACH
& Composable Technologies,
Valtech

“

MACH THREE was a think tank for our industry bringing together the brightest minds delivering in the space and challenging us with how MACH continues to evolve. Everyone from vendors to clients to SIs all work collaboratively to find better solutions to our collective experiences. No other industry operates so openly or at the speed of MACH!

”

Success: What's been achieved?



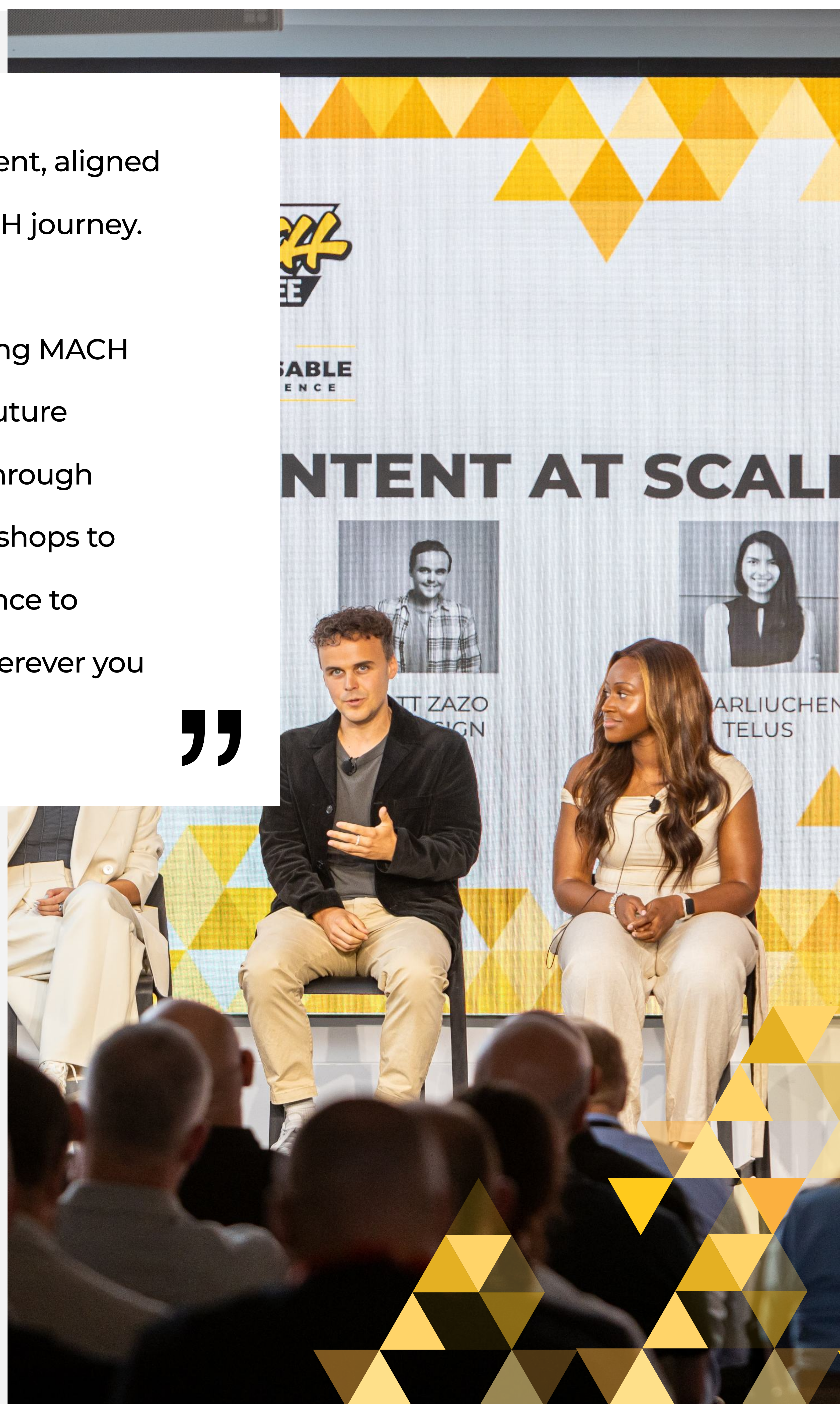
Kraft built their first system and scaled it across 170 plus brands, allowing them to test and learn. By doing so they ensured they weren't innovating around technology, or being limited by it. And they've expanded this further to over 28 countries and 100 additional brands. Aside from the composable technologies, they were able to achieve this with boldness, collaboration, and great teamwork.

Wendy's has over 35 million digital users, and their application built on a MACH architecture was so successful during their power hour promotion cycle in 2023, the demand crashed doordash.com. Their mobile app has climbed to #3 on the iOS store, from #10 a year ago.

“ MACH THREE was an enormously positive event, aligned to whatever stage a company is on their MACH journey. Sharing of experiences, good and bad on implementation and change, as well as making MACH introductions and the art of the possible for future adoption. Lively, engaging and informative, through keynote speeches, to panel discussions, workshops to networking, there is information and experience to share in abundance and a must to attend wherever you are on this MACH journey. ”



Meriel Neighbour
Head of Global Digital Product,
Delivery and Transformation,
Clarks



Success: What's been achieved?



Black Friday and peak sports season were a nightmare for **Rally House** on their old monolithic solutions, navigating constant outages across their POS systems due to demand. Moving to a MACH solution, they were able to roll out across 160 physical stores in eight weeks, and their new composable solution continues to operate offline, so no loss in transactions.

Lastly, an insightful thought from **Neiman Marcus**. They wanted to believe there was a silver bullet [with MACH] however realized it is made up of many smaller silver bullets, all with an opportunity to evaluate and understand the path forward.

And this is composability!

“MACH THREE stood as a testament to our organization's growth. The event was executed with a slickness and completeness surpassing previous years. The keynotes captivated us, showcasing our client base's innovation through the flexibility of MACH. A standout memory for me was the momentum of rideMACH. While all the workshops were impressive, the education sessions—representing many months of planning—truly shone, making it exhilarating to see everything come to life.”

”



Dom Selvon
CTO of Apply Digital, and
Executive Board Member &
Treasurer of the MACH
Alliance

Women in MACH



Women in MACH Launched the Second Edition of their Mentorship Program

Women in MACH, an initiative committed to enhancing diversity, equity, and inclusion, announced the return of its incredibly successful Mentorship Program for its second edition during MACH THREE. The Mentorship Program is a six-month initiative designed to connect female mentees with seasoned professionals, from the MACH community. The program offers personalized 1:1 mentoring sessions and tailored events, providing mentorship, guidance, and valuable resources. These opportunities empower female mentees to advance in their careers, acquire new skills, and reach their professional aspirations. Male, female and diverse mentors benefit just as much from sharing their knowledge and learning about the challenges their mentees face.

Highlights from last year's program include:

- 300+ mentors and mentees
- 80% of mentees reported that the program met or exceeded their expectations
- 94% of mentors expressed their willingness to participate again

Diversity, equity and inclusion are foundational values in the MACH community, integral from inception and not merely an afterthought. As a nascent category, we pride ourselves on being not only Cloud Native but also 'Diverse by Design.' The Women in MACH mentorship program plays a pivotal role in promoting these values.

Following a successful launch announcement on Day 1 of MACH THREE, an impressive 85 high-profile mentors registered for the program within the first hour. For those interested in joining this transformative experience, registration is still open until July 30th. [Sign up here](#) to be a part of this empowering initiative!

Join Women in MACH in their mission to foster diversity and inclusion in the MACH community through mentorship and education.

Check out some of the amazing media coverage of MACH THREE:

- **Forbes** – [Retailers Focus On Composable Technologies To Drive Loyalty](#)
- **CMSWire**: ["Is MACH Architecture at an inflection point for digital experiences"](#)
- **Composable.com**: ["MACH THREE: Composability takes center stage"](#)
- **CMSCritic**: [Clarks, Kraft Heinz take top honors in MACH Impact Awards at MACH THREE](#)
- **Retail Technology Magazine**: [MACH THREE - End users seek out best of need](#)

CONGRATULATIONS

MACH Impact Awards



2024 WINNERS



It's the 3rd year for the MACH Alliance Impact Awards, the only awards honoring technology projects that utilize a MACH approach, based on evidence and with a focus on proven business outcomes across a range of industries and use cases. This year's Awards Chair, Rick Watson said the "quality of entries was exceptional, and it shows what MACH approach can deliver, and how adoption continues to increase".

This year saw a 20% increase in entries, reviewed by 22 judges spread across 10 categories. Congratulations to all of this year's finalists and winners for their outstanding achievements.



Best B2B Project
Hynds Group



Best Travel, Tourism, & Hospitality Project:
Wendy's



Team of the Year Award
Varner



Best Retail Project
Clarks



Best Health & Wellness Project
Vision Healthcare



Best Manufacturing (consumer goods) Project
Kraft Heinz



Breaking New Ground Project
Micheldever



Grand Prix — Best Overall Change
Clarks



Grand Prix — Best Overall Change
Kraft Heinz



Contributor of the Year Award
Justin Thomas,
Head of Digital Experience, Kraft Heinz



Thank You!



We're grateful for your participation in our community. Please share the MACH message and pass on the insights to others.

Subscribe to our newsletter and stay up-to-date on all things MACH, receive the latest updates, insider content, and valuable insights from the MACH community to keep you in the know.

Follow the MACH Alliance **on LinkedIn** and we'll keep you posted on more events, initiatives, rideMACH, Women in MACH, and more!

"MACH THREE exceeded all expectations. The energy was palpable, with an amazing vibe permeating the insightful sessions and the bustling hallways. Attendees left invigorated and full of new ideas, making it a valuable and unforgettable experience for all."

Jasmin Guthmann
Head of Corporate
Communications at
Contentstack & VP of the
MACH Alliance



Thank You to our Sponsors



We're passionate about MACH and the benefits it can bring to businesses and consumers around the world. Help us to further the MACH movement by engaging with and sharing our content – get social!

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Our Valued Members:

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YE
XT



If you have any questions about MACH THREE
please contact info@machalliance.org