MACH Impact Awards 2026
Composable Impact Submission Questions

Q1: What channel(s) does this project serve?

Help prompt: Select applicable: B2C, B2B, B2B2C, Marketplace, Other. Briefly describe the channel context to help judges assess impact appropriately.

Q2: Which geographic region does this project primarily represent?

Help prompt: Select the region where this project was primarily delivered or where the brand is headquartered: North America, Europe, Asia Pacific, Latin America, Middle East & Africa, or Other.

Q3: When did this project go live, and how long has it been in production?

Help prompt: Provide go-live date (must be live for at least 3 months) and any key deployment milestones. Note if deployment speed was faster than traditional approaches and why. Confirm that all results and metrics shared in this submission are from January 2025 or later.

Q4: Describe the specific challenges or inefficiencies the project aimed to resolve, focusing on how these problems impacted overall operations, customer experience, or profitability.

Help prompt: Outline initial metrics or benchmarks (e.g., customer satisfaction, revenue impact). Provide quantifiable baseline metrics and clear business context. Explain how these challenges impacted revenue, operational costs, customer friction, or competitive position.

Q5: How does this project demonstrate composability in practice?

Help prompt: Describe the modular architecture and how different components work together. Explain clear separation of concerns (frontend, backend, content, etc.), interoperability through APIs/events, and evidence of replaceability or extensibility.

Show how the architecture enables you to swap components without rebuilding the entire system. If available, include or reference architecture diagrams that illustrate the composable structure.

Q6: What measurable business outcomes has this project delivered?

Help prompt: Provide specific metrics across these areas:

- Revenue/commercial impact (sales, conversion, AOV, market expansion)
- Operational efficiency (cost reduction, speed to market, TCO improvements)
- Customer experience (satisfaction scores, reduced friction, usability improvements)
- Agility benefits (faster iteration, deployment frequency, time to launch new capabilities)
- How the composable architecture demonstrates scalability

Include both quantitative data and qualitative feedback. Show clear before/after comparisons with context.

Q7: Which vendors/partners collaborated on this project, and how did they work together?

Help prompt: List all technology vendors, SI/agency partners, and strategic collaborators involved. Describe how different vendors' solutions integrate and work together. Explain the orchestration approach and how the architecture avoids lock-in. Confirm all listed vendors have reviewed and approved this submission.

Q8: What have you learned from this project that could benefit others in the ecosystem?

Help prompt: Share patterns, approaches, or lessons that other organizations could apply. Describe any internal literacy initiatives, team enablement activities, or external knowledge sharing (case studies, conference talks, blog posts). What would you do differently or recommend to others pursuing similar outcomes?

Q9: Describe the unique strategies or methods employed, particularly emphasizing any innovative approaches and the measurable changes made to meet project goals.

Help prompt: Include information on the strategies that set this approach apart, such as time efficiency, cost reduction, or a particular technology integration that drove measurable success.