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KEY TAKEAWAYS

In Partnership with our Headliners:

Accenture **Song**

 builder.io

 commercetools

 CONTENTSTACK

publicis
sapien

 Vercel

April 22-24 // CHICAGO, IL

by the **MACH**
ALLIANCE

Contents

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The Power of MACH Community portal is live →

Explore the Sessions Recap Index from The Composable Conference 2025

An Introduction	03
The Composable Conference in Numbers	04
How and Where to Start with Composability	05
Formulate your Game Plan	07
Scaling with MACH	08
Voices from the Frontlines	10
Success: What's been Achieved?	11
People in MACH	12
MACH Impact Awards	13
Thank You	14
Our Sponsors	15
MACH Alliance Members	16

“We welcomed participants from 244 companies across 18 countries at The Composable Conference, with 79% coming from North America and 21% from around the globe. Delegates represented 16 industry sectors including retail, banking, and healthcare underscoring how MACH and composable technologies are gaining traction far beyond their early adopters. This diversity is a clear signal: composability is no longer a trend, it’s a strategic imperative.”

Casper Rasmussen
President, MACH Alliance



An Introduction

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The Composable Conference was a moment to reflect—but more importantly, to look ahead.

MACH is no longer a niche concept. It's being adopted across industries, used by brands of every size, and proving its value in real business outcomes. What we saw at this year's event confirmed something we've long believed: composability isn't a passing trend. It's a long-term shift in how companies build, operate, and scale.

As the MACH Alliance, our purpose is to help that shift happen with greater confidence, clarity, and collaboration.

- We build community, so no one has to figure this out alone.
- We create standards, so there's a clear path through the noise.
- And we provide support, so organizations can act with speed, but also with purpose.

We're here to help businesses think bigger, move smarter, and build modern ways of working across all functions—not just today, but for whatever comes next.

This conference reminded us what's possible when we come together to share openly, challenge ideas, and lead with intention. And if this year was any indication, the future of MACH is just beginning to unfold.



Bob Howland
Chairperson, MACH Alliance

#1

LESSONS FROM THE EXPERTS

Danson Huang shared how **Diageo** reduced 500+ brand websites to just 38 by adopting a hybrid composable architecture. With shared services, a reusable component library, and clear governance, they unified experiences while improving speed and efficiency.

The relaunch of **guinness.com**, merging 35+ sites into one global platform, showed the power of tech and teamwork. Success came not just from the tools, but from a culture of collaboration across business, tech, and partners.

“Composable isn't a binary choice. Brands need agility. Business needs the productivity. And Hybrid MACH is the real-world solution for global scale for big Consumer Packaged Goods (CPG) like Diageo.”



The Composable Conference in Numbers

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The attendees at The Composable Conference included influential business leaders and technologists who are leading the way in digital strategy and technology transformation within their organizations.

Here's What Happened at The Composable Conference

244

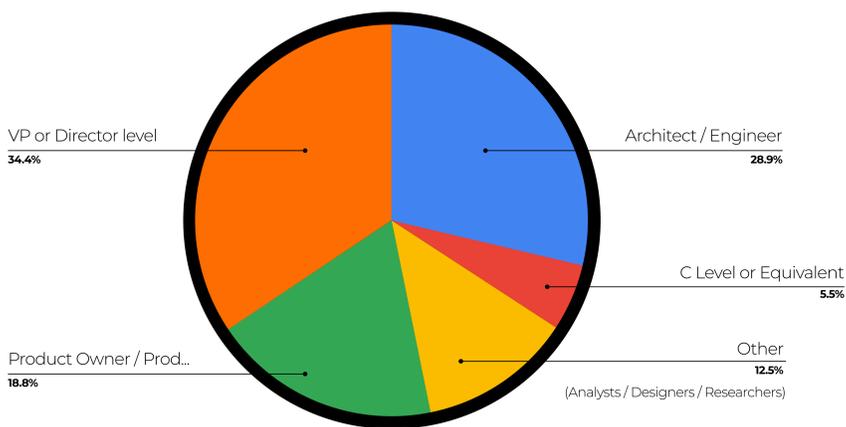
companies represented from 18 countries

232

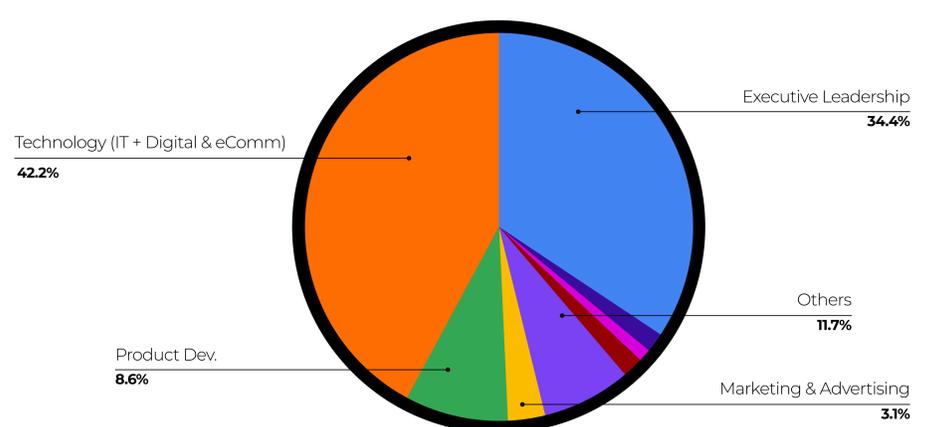
leaders from 70 MACH certified member companies attended

94%

of Delegates felt more enabled to move forward with composable approaches



COUNT OF **SENIORITY**



COUNT OF **FUNCTION**

Industries

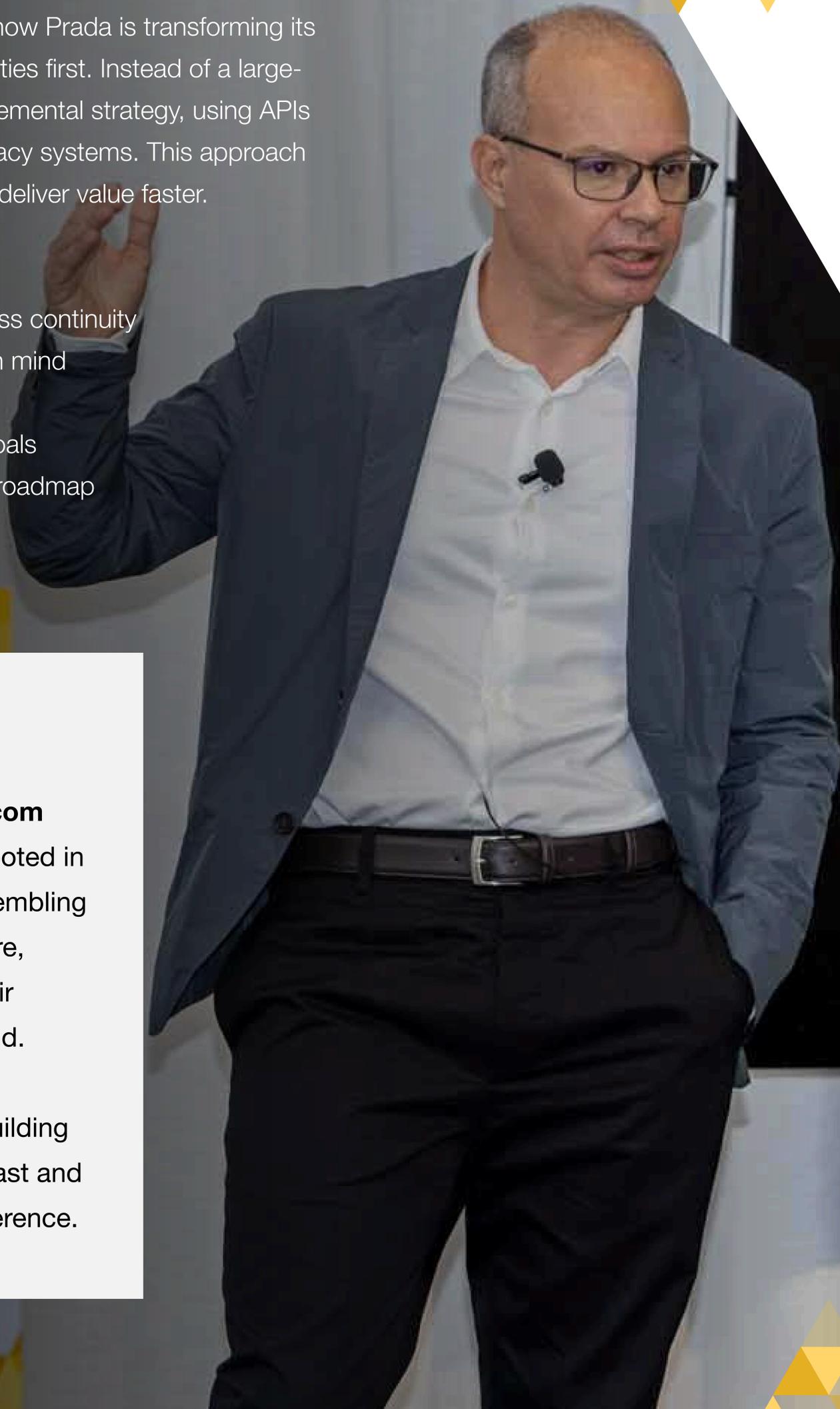
IT / Hi-Tech	Retail	Media	Tele-communications	Healthcare & Insurance	Food & Beverage
Travel & Leisure	Education	Utilities / Energy	Manufacturing	Pharma	Finance

How and Where to Start with Composability

Franco Palvarini, Prada Group, shared how Prada is transforming its digital commerce by putting business priorities first. Instead of a large-scale replatform, the team adopted an incremental strategy, using APIs and microservices to connect new and legacy systems. This approach helped them stay flexible, reduce risk, and deliver value faster.

Key lessons included:

- Use hybrid solutions to maintain business continuity
- Build with scalability and observability in mind
- Optimize cloud usage from day one
- Structure teams around composable goals
- Let business outcomes guide the tech roadmap

**#3****LESSONS FROM THE EXPERTS**

Srinivas Gangapurkar from **Carparts.com** reminded us that high performance is rooted in human value. Success comes from assembling teams that know when to follow structure, when to innovate, and how to adapt their execution model to the challenge at hand.

Whether you're experimenting fast or building foundational systems, the people you cast and how you support them make all the difference.

Looking for more insights from The Composable Conference 2025?

View the [Session Recap Index](#)

How and Where to Start with Composability

At The Composable Conference, one theme echoed across every session: successful MACH transformations are incremental. Whether launching in highly regulated environments or modernizing legacy structures, digital leaders showed there's no single blueprint. What mattered was starting small, learning fast, and evolving with intent.

Bausch + Lomb shared how they launched a global e-commerce platform designed to serve both healthcare professionals and patients. Operating in a regulated environment, they moved away from outdated, monolithic platforms and embraced a composable, headless architecture.

EasyJet offered a view into how a large enterprise can operate with the speed and mindset of a startup. By shifting from a project-based to a product-driven model and giving teams the autonomy to make customer-centric decisions, they built a strong foundation for MACH at scale.

2

LESSONS FROM THE EXPERTS

Andy Goodfellow shared how **Zoro** has grown into a powerful digital-first business by building MACH-inspired technology engines that drive both acquisition and retention. Their flywheel model connects customers to a massive product catalog without managing physical inventory through smart use of data, AI, and a composable tech stack.

Key to their growth:

- Building a flexible digital ecosystem powered by MACH principles
- Designing business engines focused on repeat customers and long-term value
- Embedding profit measurement within the tech organization
- Using machine learning to normalize and enrich product data at scale
- Organizing teams around customer value, not just systems
- Fostering a culture that learns from failure and puts users first

“ What an inspiring atmosphere here—an incredible gathering of thought leaders, innovators, and practitioners shaping the future of digital through composable architecture.

”



Jakub Miklík
 Group Head of Performance
 Marketing and Data Insights,
 Dr Max Pharmacy Chain

Formulate your Game Plan

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Organizations continue to face mounting challenges —from economic volatility to shifting consumer expectations. The push toward agility is no longer optional. At The Composable Conference, we heard again and again how MACH is enabling companies to stay responsive and resilient in this fast-moving environment. Early adopters in retail and e-commerce helped shape the MACH movement. But that's changing fast.

Today, sectors like finance, healthcare, and manufacturing are embracing MACH for its flexibility, speed, and scalability. Our 2025 global research shows that:

- 91% of organizations increased their MACH investment over the past year

- Businesses expect 61% of their tech stacks to be MACH-based by 2026
- And 79% say they're ahead of competitors because of MACH rising to 91% among MACH-mature companies

The takeaway? MACH is becoming the foundation for how future-ready organizations operate. It's not just a strategy for tech it's a strategy for growth.



of Companies have:

increased their desire for MACH due to more **economic Volatility**

“ I was energized by the opportunity to engage with leaders who aren't just imagining the future but they're actively building it. For me, technology is not just a tool but a lever to reimagine value, elevate customer experience, and increase organizational resilience. What stood out most wasn't just the innovation. It was the shared belief that modern architecture is about more than system design. It's about ambition, adaptability, and aligning technical possibilities with human centered intent. ”



Krishna C Gangu
Distinguished Architect,
Catalyst Brands LLC
(JCPenny)



Scaling with MACH

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5

LESSONS FROM THE EXPERTS

Rémi Riberolles from **Salomon** reminded us that transformation isn't just about technology —it's about mindset. His advice? **Get comfortable being uncomfortable.** Rémi emphasized the need for clear communication, strong documentation, and automation to navigate evolving priorities and maintain momentum. Change is inevitable. Building the right mindset and supporting your team through it is what unlocks progress.

Mattel shared how they evolved from a legacy toy manufacturer to a digitally driven media and entertainment brand by embracing a composable architecture. Mattel launched Mattel Creations, a direct-to-consumer channel that's now driving flash sales and award-winning business results.

Their strategy prioritizes video for engagement, AI for content translation and accessibility, and flexibility through serverless infrastructure. The result? Increased agility, improved accessibility, and a stronger, more connected brand experience.

“ This is not another generic tech conference. This is where the ecosystem shows up. Come ready to share your doubts and your ideas. Leave your sales pitch behind. Bring your hardest questions, and I promise, you will find thoughtful answers, new collaborators, and maybe even a clearer roadmap for what is next.

This event showed me that we are not just building platforms or launching services, we are co-creating the future of digital commerce, together. And that future is not being built in isolation, it is being shaped inside a community like this one.

”



Rafael Esberard
 Digital Ecosystem Architect and Strategic
 Consultant, KORE Business

Scaling with MACH

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#4

LESSONS FROM THE EXPERTS

Shawn Mandel offered a candid, inspiring look at **Parkland's** digital evolution—a transformation grounded not just in technology, but in people, leadership, and learning.

With operations spanning retail gas stations and energy distribution across multiple countries, Parkland faced a complex challenge. Rather than jumping into tech solutions, they started by defining what “digital” meant for the business. From there, they focused on stakeholder alignment, employee engagement, and the cultural conditions needed to make progress real and sustainable.

Shawn emphasized that transformation takes all kinds of effort: sometimes you cajole, sometimes you coerce, but the goal is always to create. Key lessons included:

- Start with clarity—what does digital mean for your people?
- Empower early adopters—the “first followers” are essential to building momentum
- Keep the human element at the center—every technology problem is, at its core, a people problem
- Invest in sustainability—Parkland's self-funded wins, like renegotiated contracts, helped build trust and momentum
- Focus on customer outcomes and internal alignment—from improving VOC scores to fostering a safe space for feedback

His closing message was clear:

Digital transformation is a leadership challenge—but it's also a followership opportunity.



Subhasri Vadyar
Senior Solutions Architect,
Valtech

“ What resonated most was the power of the MACH community built on collaboration, shared knowledge, and mutual support. Across organizations it's clear that composable architecture is more than a tech trend and it's a paradigm shift focused on building flexible, business-driven, and ethical digital ecosystems.

”

Voices from the Frontlines

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The Vitamin Shoppe shared their journey of transitioning from a monolith to MACH through a steady, value-led approach. Since 2017, they've modernized in stages starting with the frontend, adopting microservices, migrating to the cloud, and redesigning core digital experiences. Their MACH architecture now supports faster deployment, improved performance, and more empowered teams. By focusing on change-readiness, self-managed teams, and clear metrics like deployment frequency, they've built momentum that continues to drive innovation.

VF Corporation shared how they transitioned from a clunky, agency-led MACH 1.0 setup to a faster, leaner, and more scalable V2 architecture. Led by internal teams their composable rebuild delivered measurable gains across performance, team velocity, and brand agility most notably with Vans.com.

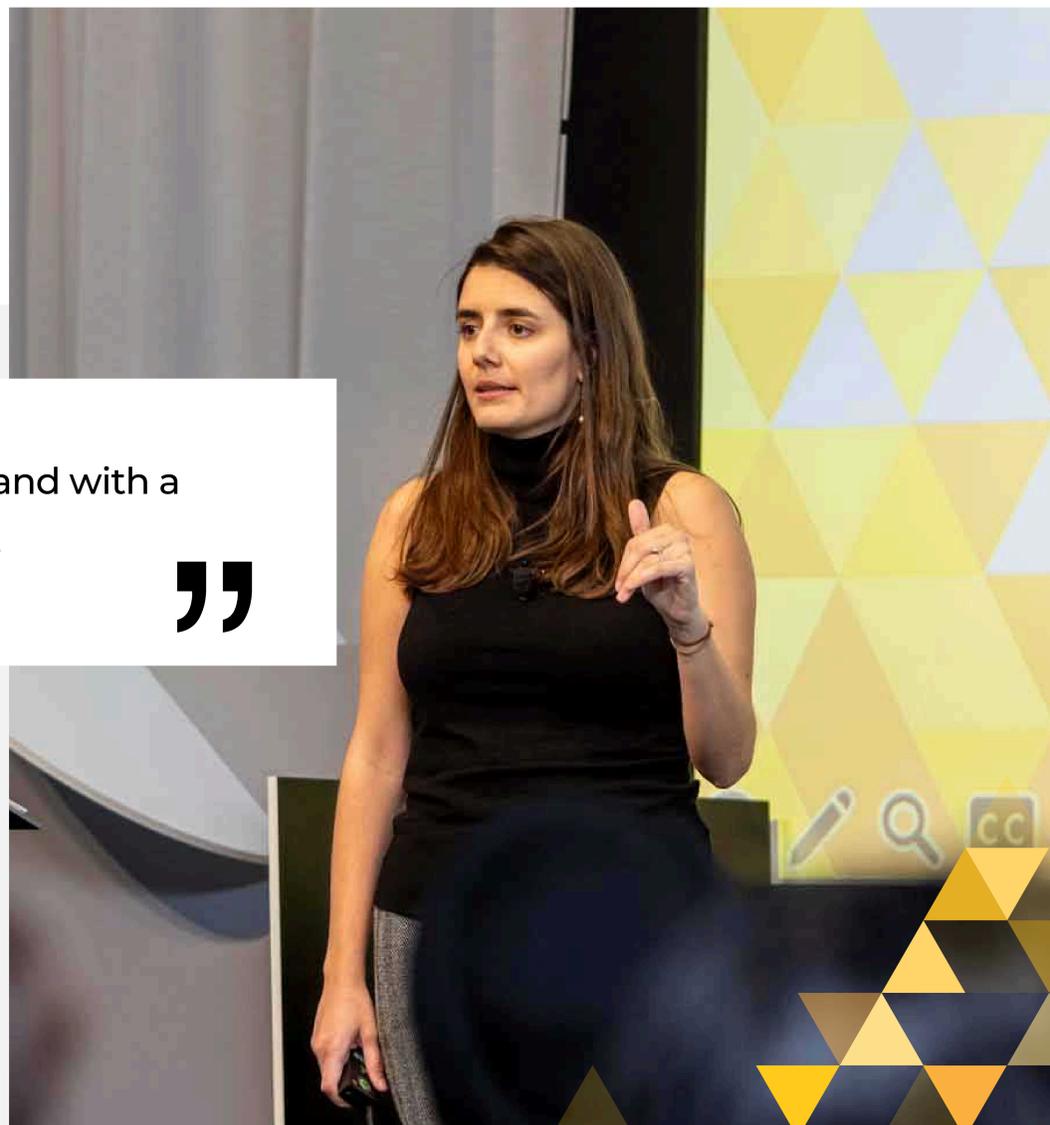
The result? Faster load times, better developer productivity, and tailored digital experiences built for scale.

Catalyst Brands, Tapestry, and Wegmans explored how AI is enhancing composable architecture across the engineering lifecycle. Panelists shared how MACH-enabled systems, combined with AI tools like Copilot and Cursor, are helping teams accelerate prototyping, generate code faster, and modernize legacy systems. With MACH's modular design and API-first approach, teams can plug in AI capabilities where they add the most value boosting efficiency, improving code quality, and supporting faster iteration with strong governance and observability.

“ A real community addressing real problems and with a level of openness that I have not seen before. ”



Nuno Sousa
Director of IT Customer Applications,
LKQ Europe



Explore more from The Composable Conference 2025: Full session summaries, quotes, and key takeaways now available online on our [Community Portal](#).

Success: What's been Achieved?

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Mauricio Prado outlined **Wynn's** digital transformation journey one grounded in a simple but powerful principle: no compromise on guest experience.

The team's shift to a composable architecture has focused on creating fast, reliable digital solutions that support key guest moments, from booking to in-room engagement. With a clear vision and phased execution, Wynn modernized its CMS, built an atomic design system, and consolidated web properties to boost efficiency and consistency.

Key focus areas included:

- Enhancing digital booking experiences and pre-check-in flows

- Optimizing content delivery through a unified CMS
- Laying a composable foundation for personalization and scalability
- Streamlining digital touchpoints to support luxury-level service

Wynn's approach shows **how composable can elevate—not compromise**—the standard of experience in high-end hospitality.



What stood out? Conversations.

Connections. Community.

“

Already met so many brilliant partners and familiar faces. MACH Alliance events are always a reminder: It's not just about tech. It's about people.

”



Kevin Bessat
Global Head of Channel & Partnerships,
OneStock

People in MACH

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A new chapter for inclusion in MACH

At this year's conference, the MACH Alliance reaffirmed its commitment to advancing equity not just in words, but through action.

As the conversation around DEI continues to face headwinds, the Alliance took a bold step forward by launching People in MACH, a new, expanded program designed to build a more inclusive and empowering community across the MACH ecosystem. This initiative supports individuals of all backgrounds, experiences, and identities to grow, lead, and thrive.

Building on the success of the Women in MACH program, which remains a cornerstone of the Alliance's inclusion efforts, People in MACH will offer new learning opportunities, visibility, and support systems for those often underrepresented in tech.

The Women in MACH Mentorship Program is back for its latest edition. This six-month program connects female mentees with experienced mentors from across the MACH community, offering personalized guidance, skill-building, and career support.

Registration is now open through June 30th. Visit the [mentorship hub](#) to learn more.



Also announced at the conference was a new Allyship Program, inviting members of the MACH community to take action in championing equality and supporting women in the workplace. You can sign the pledge [HERE](#).

Check out some of the amazing media coverage of The Composable Conference:

- **Businesswire:** [MACH Alliance Announces 2025 MACH Impact Award Winners](#)
- **CMSWire:** [MACH Alliance: The Composable Conference Chicago 2025](#)
- **CMS Critic:** [The 'Deep Dish' on Composable: 6 Tasty Takeaways from the MACH Alliance's 2025 Conference](#)
- **Retail Technology Magazine:** [Composable Conference 2025: MACH maturity tested](#)

MACH Impact Awards

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2025 WINNERS



Now in its fourth year, the MACH Alliance Impact Awards continue to recognize the most impactful technology projects built on MACH principles—projects that deliver real, measurable outcomes.

This year's entries spanned a wide range of industries, use cases, and regions, all demonstrating the power of composable architecture in action. With nine categories judged by a panel of 14 experts, the awards celebrated those pushing boundaries and driving results.

Congratulations to all of this year's finalists and winners for their outstanding achievements.

Best B2B Project
FLEETLOOP

Best Travel, Tourism, & Hospitality Project
Loto-Québec

Best Platform Transformation Projects
Sephora & Loto-Québec

Best Retail Project
LKQ Europe

Best Health & Wellness Project
The Vitamin Shoppe

Best Manufacturing Project
Lallemand

Breaking New Ground Project
Mattel & Takko Fashion

Grand Prix: Best Digital Experience
FLEETLOOP

Grand Prix: Best Overall Change
Sephora

Team of the Year Award
Golfbreaks and Parkland

Contributor of the Year Award
Trent Dudei
Software Development Manager,
Sentry Insurance

Thank You!

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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.

Join the **Power of MACH Community** to connect, learn, and lead with peers across the MACH ecosystem. Stay ahead with exclusive events, discussions, and resources.

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



“The Composable Conference was a powerful reminder of why this community exists. The conversations were real, the energy was high, and the ideas shared were bold. You could feel the momentum—across industries, roles, and regions. We’re not just talking about the future of tech. We’re building it together.”

Jasmin Guthmann
VP Composable Consulting
at Accenture Song & VP of
the MACH Alliance



Thank You to our Sponsors

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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! [@MACHAlliance](https://twitter.com/MACHAlliance)

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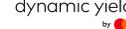
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 VML

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If you have any questions about The Composable Conference please contact
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