

# Composable commerce readiness checklist

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# Is your commerce experience ready for change?

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Use this diagnostic tool to assess your readiness for commerce transformation. Evaluate and start conversations with your team about how well your organization is positioned to deliver scalable, flexible and personalized commerce experiences that drive measurable results.

## Customer experience gaps

Today's customers expect personalized, seamless integrated journeys across every channel –whether they're streaming content, configuring complex purchases or buying direct. If your commerce experience feels fragmented or slow, you're losing ground to more agile competitors. Ask yourself:

- Are our digital storefronts inconsistent across channels, brands or geographies?
- Are the customer journeys fragmented, with limited ability to personalize at scale?
- Are content and commerce siloed in separate systems or teams?

- Does launching new digital products, campaigns or storefronts take longer than it should?
- Do we struggle to provide seamless experiences across web, mobile and service channels?
- Does our current commerce platform ever slow down or limit your ability to launch new products quickly?
- Do we experience challenges integrating new product catalogs into your commerce platform without disruption?
- Do we struggle to use artificial intelligence (like Adobe Commerce Optimizer) to drive accurate, context-specific search results, improve conversion, order value or content effectiveness?
- Do our customers face issues with transparency or accuracy in our product pricing?
- Do our distributors lack efficient ways to minimize time to transact (bulk orders, requisition lists, EDI or punchout integrations)?
- Do gaps in our self-serve capabilities for B2B customers increase the number of customer service calls we receive?
- Do we face challenges delivering consistent personalization at scale with tools like Adobe Commerce or AEM?

## Technology friction

Many organizations are weighed down by rigid commerce stacks that weren't built for speed or scale. If your teams are focused on maintaining infrastructure instead of innovating, composable architecture can help modernize your front-end – without replatforming your core.

- Does our commerce stack rely on legacy systems that are costly to maintain?
- Do we use manual workarounds or custom code to connect front-end and back-end systems?
- Does a full replatform feel too disruptive or too slow to deliver ROI?
- Are we unable to scale quickly or adapt to new business models (e.g., D2C, marketplaces, subscriptions)?
- Do our teams spend more time integrating than innovating?
- Do we lack the right technology stack to ensure transparency in pricing, stock availability, order fulfillment and other key elements of a unified customer journey?
- Are we missing modular or API-first components in our commerce stack?
- Are we unequipped to trial upgrades with low-risk pilots?

## Business Pressure

From entering new markets to meeting investor expectations for digital ROI, modern commerce leaders face rising pressure to do more with less. This section uncovers whether your business model is outgrowing your current systems and approach.

- Do we face challenges expanding into new markets or exploring direct-to-consumer, B2B or hybrid models?
- Do we struggle to deliver and clearly communicate measurable ROI from our digital commerce investments?
- Do customers' expectations outpace our ability to deliver personalization or tailored content?
- Do we need to lower cost-to-serve without compromising experience?
- Are our marketing, product and IT teams misaligned on commerce priorities?
- Does our current solution fail to identify underperforming areas and recommend ways to improve?
- Does our current solution lack dashboards or KPIs tied to conversion, content engagement and digital revenue?



## Strategic readiness

Success with composable commerce requires more than technology – it demands strategic alignment across marketing, IT and business leadership. This section helps evaluate whether you're prepared to act on transformation goals with control and confidence.

- Have we defined digital commerce goals but lack a roadmap to execute them?
- Are we evaluating composable architecture and generative AI-based solutions but unsure how to phase adoption?
- Do our current commerce capabilities limit our ability to modernize the front-end experience layer without rearchitecting the core?
- Do we struggle to integrate content, data and personalization into a unified experience layer?
- Do we lack a partner who brings both strategy and execution – not just technology?
- Are we unclear on how Adobe Commerce and EY can help us pilot, scale and sustain transformation?
- Are we not yet set up to shift from experimentation to enterprise-wide composable orchestration?

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## Your score and next steps

For each “yes” you selected above, tally one point:

### 11 or more:

You're at significant risk of falling behind competitors. EY can help you define a clear commerce strategy and accelerate transformation to regain advantage.

### 6-10:

Your commerce foundation is in place, but modernization is needed. EY teams can help you scale intelligently, securely and with measurable ROI.

### 5 or less:

You're ahead of the curve, but optimization opportunities remain. Engage with an EY professional to explore your future-state vision.



**Let's discuss your next steps to modernize your commerce. Talk to the EY-Adobe Alliance.**



**Shilpa Kotiyan**

Commerce Technology Leader  
Ernst & Young U.S. LLP  
shilpa.s.kotiyan@ey.com



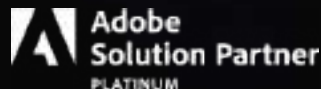
**Tony Guerrero**

Commerce Technology Leader  
Ernst & Young U.S. LLP  
tony.guerrero@ey.com



**Alexandra Wood**

Commerce Practice Leader  
Ernst & Young U.S. LLP  
alexandra.wood@ey.com



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The EY-Adobe Alliance understands the complexity of the evolving digital commerce landscape and can find opportunities for unlocking value, enhancing growth and increasing revenue. The EY CX strategy complementing Adobe Commerce's innovative marketing and commerce features puts your organization in perfect harmony with your customers' behaviors.

Learn how a personalized digital commerce platform can drive growth, reach new customers and personalize CX at scale.

For more information, visit:

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