How Spryker's App Composition Platform is Revolutionizing Access to **Third-Party Apps**

Manishi Singh
— Senior Vice President,
App Composition Platform at Spryker

Spryker

"Enterprises need seamless access to third-party apps ... Here's how we're solving this problem."

MANISHI SINGH
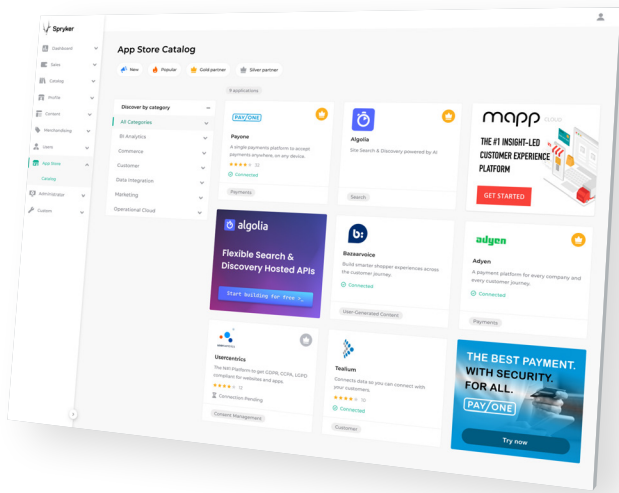Senior Vice President,
App Composition Platform at Spryker

As more enterprises build web-based applications to facilitate unique customer experiences, access to 3rd-party apps could become even more crucial. Giving businesses a chance to instantaneously deploy features and tools that accelerate their processes could offset some common challenges, such as long implementation cycles and huge financial risks often associated with developing an alternative from scratch.

On the other hand, adding multiple integrations at a time could also come with major cost implications. A 'try before you buy' model will not only eliminate the feature-overload problem but also significantly lessen the commitment a company has to make when trying to find useful integrations to build their platform on.

Spryker's all-new App Composition Platform is a solution designed to address these issues. It offers one-click trials to give users a feel of how suited a 3rd-party vendor's product is for their platform. Functionalities such as this could potentially help enterprises avoid vendor lock-in.

Manishi Singh, Senior Vice President, App Composition Platform at Spryker, shares more about the relevance of this new platform and what its users can expect both now and in the future.

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How important are 3rd-party integrations for enterprises?

[MS]: There are two primary factors driving the growth of the integrations ecosystem –

a. The decline of monolithic systems that delivered slower innovation

b. Emerging areas causing fragmentation within each domain

It is impossible for any foundational system like ERPs, CRMs, eCommerce Platforms, etc. to fulfill the entire suite of customer needs by themselves. New domains and subdomains are emerging daily and so are the solutions addressing them. 3rd-party integrations provide targeted solutions – broad or niche – that address the needs of customer's growing business. It wouldn't make financial or technical sense for businesses to build those themselves and continue maintaining them.

Spryker has a new offering called App Composition Platform, what exactly is it?

[MS]: Spryker's App Composition Platform is a product and a program that facilitates seamless integrations of 3rd-party apps with the Spryker Cloud Commerce OS. In addition, it provides our customers access to a curated collection of secure apps. Through Spryker's App Composition Platform program, we take over the maintenance and become the single point of contact for our customers for all the apps they use. This significantly reduces their maintenance overheads and provides them a uniform SLA for their commerce store.

What is the benefit of making 3rd-party integrations seamless?

[MS]: Saving time for our customers and partners! At Spryker, time is the most important KPI and we believe it has the same relevance for our customers and partners. We have seen that the number of integrations for each customer keeps on growing due to fragmentation and niche offerings, and implementation times are long. *Seamless integrations will bring down the typical implementation time from weeks and months to minutes.* More importantly, it will enable our customers to truly "try" a product before deciding to buy. This is a revolutionary innovation and the first in enterprise app marketplaces.

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What are the salient features of Spryker's App Composition Platform?

[MS]:
–   Curated Selection of Apps
–   Compatibility and Security
–   Seamless Connection
–   Unified SLAs
–   Simple Trials

In the past, across the industry, 3rd-party integrations were often created custom and generally released under an MIT license. There was no single ownership so when things broke, there was a lot of scrambling to figure out the cause and fix that. With Spryker's App Composition Platform, we are changing that completely by providing a standard integration across our customer base that is kept up-to-date. Spryker will take ownership and be the single point of contact for our customers so they always have the confidence that these are fully supported.

Why are curation and security so important for Spryker's App Composition Platform?

[MS]: Security of customers' data is of prime importance. By having strong security requirements in place for all integrations, our customers will have the assurance that the apps they are using and their data is secure. Spryker's App Composition Platform will have a curated collection of apps for every category providing our customers with a selection of the best apps in the market. This will also give them the confidence to browse and try our selection of apps knowing that Spryker has done the due diligence with their best interest in mind.

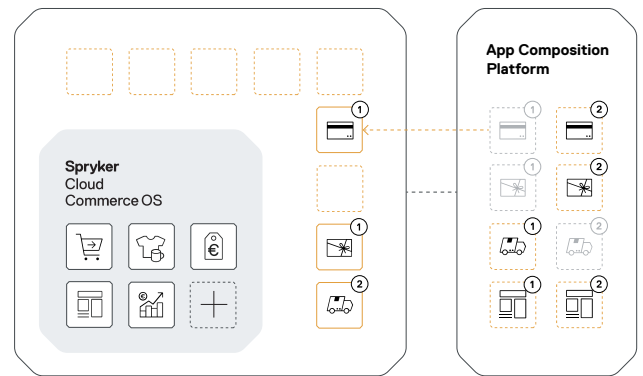### How do you prioritize which integrations to build with?

[MS]: There are several factors that we consider. Most important being how popular specific apps are with customers, inputs directly from the field (customer success and sales), our own assessment of the whitespaces in our offerings, and alignment with our revenue and growth goals.

Why should partners be interested in being on Spryker's App Composition Platform?

[MS]: Spryker's App Composition Platform brings several benefits for partners
  – Faster GTM
  – Low investments, ongoing costs, and risks
  – Reduced Support overhead
  – Single codebase, SDLC support from Spryker
  – Recurring Security assessments
  – Telemetry, Billing, Analytics

Most of these are industry-first and only offered by Spryker's App Composition Platform.

How does Spryker's App Composition Platform help tech partners address the Software Development Life-Cycle (SDLC) challenge?

[MS]: The primary objective of our partners is to provide a solution to a business problem – whether it is Search, Product Information, Payments, Analytics, etc. They understand that integrations are the only way for customers to access their products but when there are 100s of platforms or 1000s of customers that they have to create and maintain integrations for, the task becomes daunting. They have to invest a significant amount to maintain these when they would rather use those investments for compelling product features. Through its App Composition Platform, Spryker takes on the software lifecycle allowing our technology partners to invest in product features and giving our customers the opportunity to benefit from them.

Who will Spryker's App Composition Platform be available for?

[MS]: Spryker's App Composition Platform will be available for all Spryker Cloud Commerce OS Customers.

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About Spryker

Spryker Systems GmbH is a privately held technology company headquartered in Berlin, Germany and New York, USA. Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. Spryker is the most modern, fully composable platform-as-a-service (PaaS) solution with headless & API-based architecture that is cloud and enterprise-ready and loved by developers and business users worldwide. Spryker customers extend their sales reach and grow revenue with a system that allows them to increase operational efficiency, lower the total cost of ownership, expand to new markets and business models faster than ever before: Spryker solutions have empowered 150+ companies to manage transactions in more than 200 countries worldwide and is trusted by brands such as Aldi, Siemens, Hilti, and Ricoh. Gartner® recognized Spryker as a Visionary in the 2021 Magic Quadrant™ for Digital Commerce, just one year after it first appeared (2020), and has also been named as a major player in B2B e-Commerce by IDC. Finally, it is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack. Find out more at spryker.com

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