

## How emerging technologies affect the ecommerce industry

With the growing democratization of technology, many large-scale corporations now have to take into consideration emerging SMBs. Ensuring the technical backbone of their digital stores is up to par with young, agile, and willing-to-experiment brands is a must in order to stay in the game.

Trusted solutions, like SAP CC, provide a reliable source for the main ecommerce store features like checkout and payment gateways, however, most users already recognize the **pressing need to innovate this key functionality in order to stay relevant**.

Considering your long-term plans (3-5 years) for your ecommerce operation, which areas will be critical for you to evolve, enhance, and innovate to stay competitive and achieve your goals?



This aligns well with the industry-wide growing popularity of headless CMAs for content management and composable micro-services that facilitate implementation of the best-of-breed solutions for core features like search, product recommendations, and payment instead of built-in functionalities offered by SAP CC.

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