



MAKE YOUR ARCHITECTURE WORK FOR YOU

# How Gesso Supports Developers

Streamlined development flows, modern components, integrations, and an API-first, future-proof architecture with security and accessibility baked in.

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Building a technical architecture that supports growth, reduces complexity and increases resiliency is the ultimate goal of any IT and development team in today's commerce landscape. With a composable solution, you have the freedom of choice to keep the systems that you can't live without, add new technology as it becomes available and integrate it all.

- Reduce complexity, and increase resiliency.
  - APIs minimize the complexity of the architecture.
  - Integrate legacy systems with new technologies easily using different APIs/services.
- Improved time-to-market and increased development speed.
  - Front and back end work can be carried out in parallel, significantly reducing development time.
  - Composable architecture is perfectly suited to agile development principles.
- Future-proof architecture.
  - Your system is not married to any particular technology, so integrating with the latest platforms is simpler.
  - Increased flexibility to grow with future technology and adapt at will.

Gesso is a composable solution, allowing your operations to keep what is needed and replace what isn't. Building a digital infrastructure based on a modular architecture means your organization can change each component or system individually, allowing for continuous innovation and development. Gesso allows your business the freedom to evolve and race to the forefront of innovation.

Let's look at how Gesso can help solve some of your technology challenges.

# Symptom: Difficulty Changing Large, Complex Technical Systems Quickly

Monolithic architecture design means that siloed systems are overly dependent on each other. Bringing a new platform into the business is costly, disruptive and often requires a “rip and replace” approach. Each major update can require a full redeployment of the entire technical architecture, making continuous development difficult. There is also the risk that making changes or development defects can take down the entire system.

“Gartner predicts that, by 2023, organizations that adopt a composable approach will outpace their competition by 80% in the speed of new features they can implement.” – [Forbes, Composable Tech: Why Boardrooms Should Pay Attention And How To Get Started.](#)



## Mitigate downtime and bring your systems together efficiently

By building a composable digital architecture, you can minimize the risk of an update to a single system taking everything down. Treating each system as a component connected via APIs and microservices allows changes and improvements to be made to each component and tested without affecting the whole environment.

Gesso is a composable solution, connecting to existing services and platforms directly. Or, if needed, using an API mediation layer or one-off service built in Express or Symfony. This modular structure allows you to connect all of your organization’s unique operational systems with minimal complexity and improves scalability.

# Symptoms: Traditional Development Paths are Sequential and Time-To-Market is Slow

To become leaders in manufacturing, your company has likely adopted a healthy appetite for innovation. Traditional development processes slow innovation because project discovery, strategy, prototyping, design and development work all happen one after another.

Time-to-market is slow since traditional (or waterfall-style) software development is generally reactive: finding a bug, identifying a need, and building a plan. But, it doesn't have to be.

“Agile projects have a 64% success rate, whereas projects under the competing methodology known as waterfall only have a 49% success rate”.

– Zippia, 16 Agile Statistics

## An accelerated development path for improved speed-to-market

A modern development path allows multiple teams to work on a project simultaneously, drastically shortening the cost and time it takes to launch.

Gesso works with Agile principles and SCRUM-style development approaches. Our framework allows all stakeholders, as well as creative and UX teams to work on a project in tandem with front-end and back-end development. This parallel workflow means that the finished project launches in approximately half the time, reducing delays in getting to market ahead of your competition.



# Symptoms: Siloed Systems, Manual Processes and Inefficiency

Manual operational workflows and data entry results in human error, increasing labour costs and customer dissatisfaction. Disconnected systems and interrupted data flow are the root cause of most of these pains within your organization. As a leading B2B manufacturer, you recognize the need to evolve with technology and bring your internal processes together online. The problem is that monolithic platform changes are costly, disruptive and require a “rip-and-replace” approach. This hurdle is big enough to give even the earliest adopters reason to hit pause. But, there is a solution.

“35% of internal processes, on average, are digitally optimized today, and this is expected to increase to 55% by 2022.” – [The 2021 Gartner CIO Survey](#)



## Minimize disruption and future-proof your digital architecture

Gesso is a composable solution, allowing your operations to keep what is needed and replace what isn't. Building a digital infrastructure based on a modular architecture allows your organization to change each component or system individually, allowing for continuous innovation and development. Gesso allows your business the freedom to evolve and race to the forefront of B2B sales innovation.

Adopting a modern development framework such as Gesso allows manufacturing organizations to reduce the complexity of their operations, improve speed-to-market for new projects and increase adaptability to scale with growth.

# About Gesso and Acro Commerce

Gesso empowers manufacturers and B2B organizations to digitize manual sales and service processes. Create new online shopping experiences that align with the complexity of your products and services by breaking away from the restrictions of your existing business systems while leveraging the data from them. Get to market fast with a future-proof solution that allows you to connect with any new platform and incrementally scale at your pace.

Acro Commerce is a digital transformation company specializing in decoupled accelerators, developing tailored digital solutions for effective operations and scalable growth for the manufacturing and B2B sectors. Our composable solutions have empowered online manufacturers such as [USI Laminate](#), [Eikon Device Inc](#), [Hu-Friedy Group](#) and more to reach their digital commerce goals. Our expertise lies in consultation, decoupled accelerators, custom integrations and infrastructure needs. We continuously support those partners with an Agile integration framework that allows increased speed-to-market resulting in improved profit margins, sales volumes and overall market share.

Need an  
introduction?  
We got you.

Get your people to  
call our people.

A quick 30-minute call could change the  
face of your business online.

We will:

- > Demonstrate Gesso's capabilities
- > Offer no-pressure advice and insight
- > Find out if Gesso is the right solution for your goals

[Book a demo >](#)