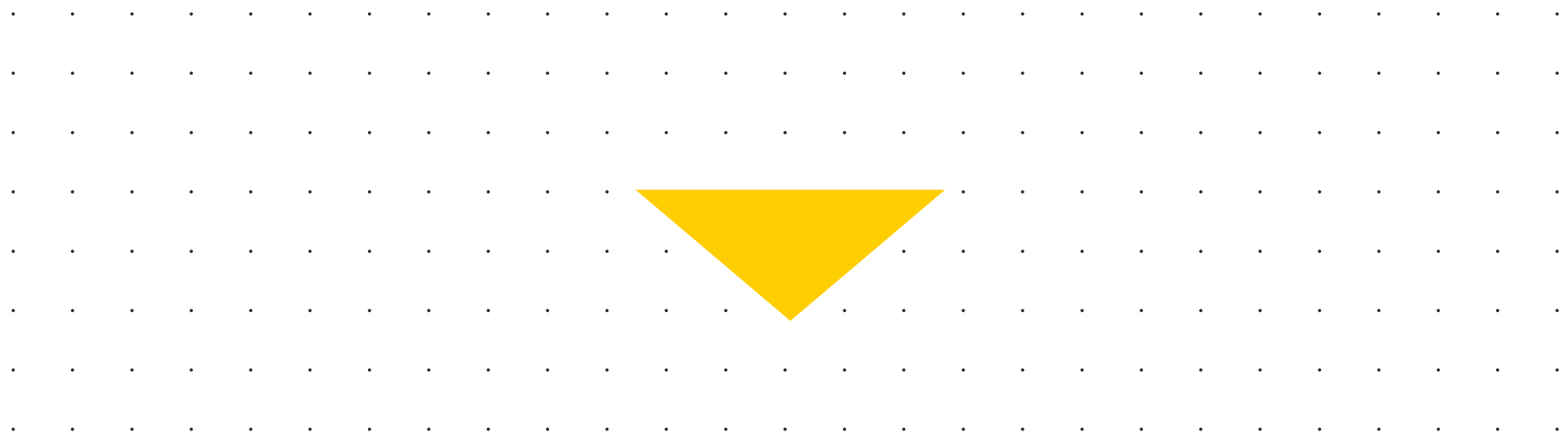




What is Extensibility?

An in-depth look at extensibility and how it's being used in digital commerce.



Extensibility Defined

Extensibility refers to the ability to enhance or customize a commerce platform through additional functionalities or integrations. In the context of digital commerce, it allows developers to tailor the shopping experience to meet specific needs or implement unique features by leveraging API extensions. This capability is crucial as it enables businesses to:

Customize Shopper Experience

Tailor storefronts and microservices to create unique interactions, such as offering rewards for cart actions or incentives for social media shares.

Innovate Continuously

Integrate new tools or services, like third-party shipping providers or custom order routing logic, without being restricted by the platform's default features.



Core Principles of Extensibility

Below are the main tenets of extensibility that allow businesses to adapt, innovate, and provide richer user experiences for their customers.

Modularity

Extensible systems are built with modular components, allowing developers to add or replace features without altering the core system. This ensures that changes can be made independently, minimizing disruptions.

Interoperability

Extensible systems are designed to work seamlessly with other systems, services, or components. This ensures that new extensions or integrations can easily interact with existing functionalities, enabling a smooth flow of data and processes.

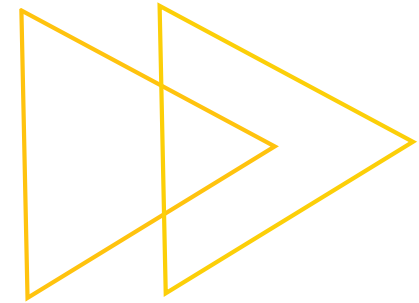
Scalability

Extensibility supports growth by enabling the addition of new features, services, or websites without disrupting the customer experience or hurting site performance. The system can scale its capabilities in response to changing business requirements or customer demands.



Flexibility

An extensible system is adaptable, allowing developers to customize or modify functionalities to meet specific needs. This flexibility is crucial for keeping pace with technological advancements and market trends.

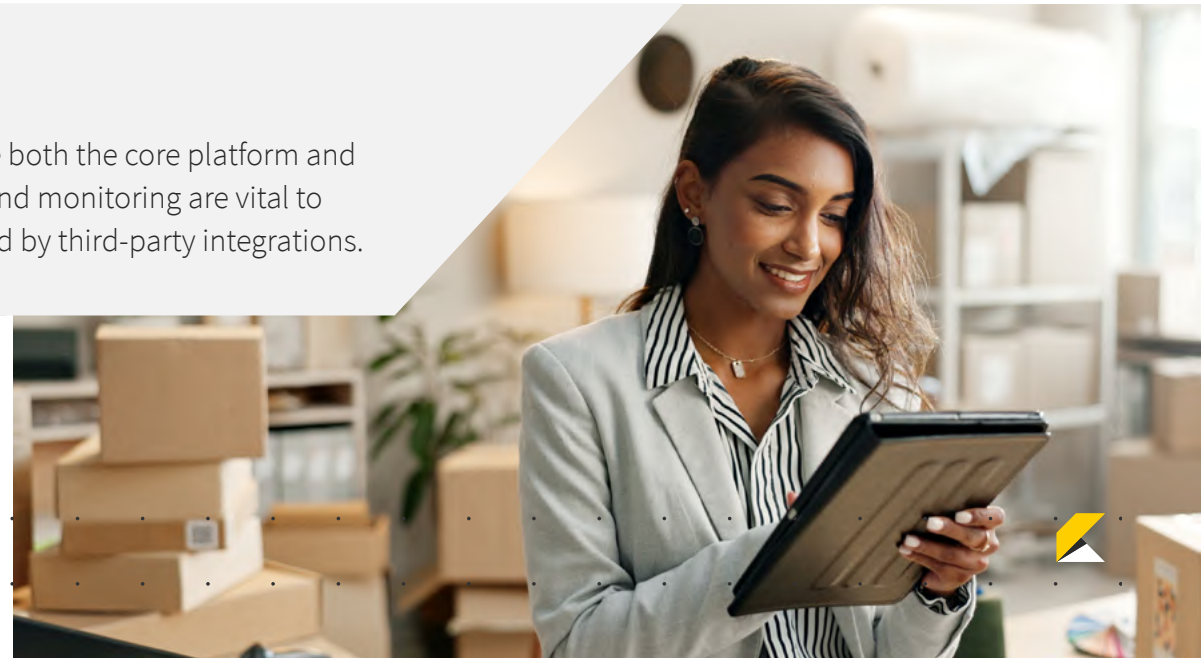


Maintainability

Extensions should be easy to maintain and update. Clear documentation, standardized interfaces, and backward compatibility ensure that the system remains robust and functional as new extensions are added.

Security

An extensible system must include mechanisms to secure both the core platform and the extensions. Proper access controls, data protection, and monitoring are vital to safeguarding the system against vulnerabilities introduced by third-party integrations.



Benefits of Extensibility in Digital Commerce

One of the biggest hurdles of legacy, monolithic systems is their inability to quickly adapt to market changes without significant costs and time. Extensible systems overcome these hurdles, offering numerous benefits to businesses.

Lower Total Cost of Ownership

By only integrating targeted components that provide specialized functionalities, such as complex product configurations or industry-specific features, companies can lower the total cost of ownership.

Improved Agility

Extensibility gives companies the agility to extend or configure custom functions without ripping and replacing an entire system — making it easier and faster to improve the customer experience or enhance operational efficiency.

Integrations

Extensible platforms can integrate with a variety of third-party tools and services, such as payment gateways, CRM systems, and marketing tools.



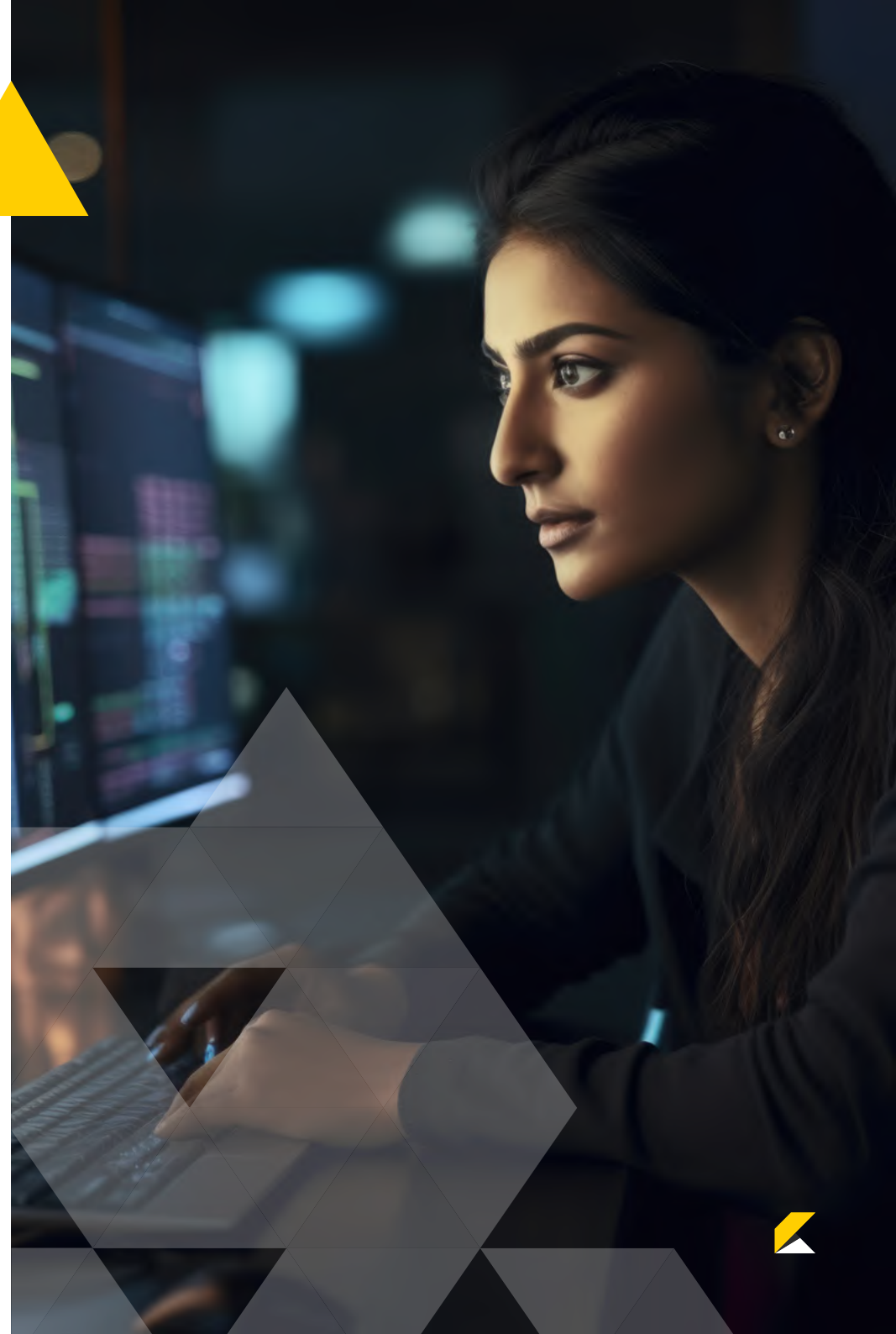


Better Customer Experience

Businesses can leverage extensible systems to create unified shopping experiences by integrating and extending their platform to support cross-channel interactions while optimizing performance to ensure fast load times and overall site speed.

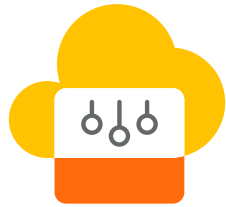
Unique Business Requirements

An extensible system can be tailored to meet the unique needs of a particular business or industry. This allows companies to create custom functions and workflows or bypass out-of-the-box capabilities.



Types of Extensibility

There are three ways a business can extend a platform to meet its unique requirements:



Data Extensibility

- ▶ Extend domain objects with custom attributes
- ▶ Create custom entities to track data



Webhooks

- ▶ Respond to events generated in the platform by registering webhooks with custom apps or serverless functions
- ▶ Leverage a full set of SDKs to develop in the language of choice



Managed Extensions

- ▶ Fully managed service that allows third-party developers to extend and override platform APIs with clear separation of core and extensions
- ▶ Core platform API performance is unaffected by the extension



Examples of What You Can Do With Extensibility

There are several ways to extend a digital commerce platform to give business users full control of the shopper experience and empower developers to innovate. Below are a handful of examples of what you can do:

- ▶ Retrieve custom shipping rates based on the shopper's location and choice of shipping method when shipping rates are requested during the checkout process.
- ▶ Create soft allocations on a cart.
- ▶ Provide shoppers with loyalty rewards based on purchase criteria of your choice.
- ▶ Create custom coupon validation logic.
- ▶ Create custom product validation logic.
- ▶ Create custom search processing logic.
- ▶ Create custom inventory handling logic.
- ▶ Integrate custom shipping and logistics providers with Kibo.
- ▶ Create custom web applications.
- ▶ Create "Bonus Item" logic for automatically adding items to the cart under certain conditions.
- ▶ Dynamically segment customers based on site usage patterns.
- ▶ Process imported passwords from legacy systems.
- ▶ Create a custom customer qualification service and registration UI.
- ▶ Integrate with a third-party blog platform.



Investing in an extensible solution allows you to buy the functionality and capabilities you need to manage digital commerce operations while maintaining the flexibility to build components that meet your company's requirements and buyers' expectations.

If you'd like to see how Kibo Composable Commerce Platform can help your company outpace competitors and drive revenue, [get in touch](#) with one of our commerce experts.





About Kibo Commerce

Kibo Commerce is a composable commerce platform for retailers, manufacturers, distributors, and wholesalers who want to simplify the complexity in their businesses and deliver modern customer experiences. Kibo is the only modular commerce platform supporting experiences that span Order Management, eCommerce, and Subscriptions. Companies like Zwilling, Ace Hardware, Boscov's, Nivel, and REEDS Jewelers trust Kibo to bring simplicity and sophistication to commerce operations and exceed customer expectations.

