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Mutable Commerce

Flexibility for E-Commerce Success in an Increasingly Fast-Paced World



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Ready for Whatever Comes

Whether it’s unexpected opportunities, changing market conditions, new regulations, or disruptive shocks: To remain a top player tomorrow, your e-commerce business needs maximum flexibility and the ability to make rapid, genuine changes.This isn’t possible with standard platforms that are inaccessible and difficult to customize, coupled with complex integrations.

With Mutable Commerce, however, exedio offers full flexibility: through the seamless interaction between our platform – specificly designed for constant change – and our in-house project teams with direct access to platform development.

No stagnation, lock-ins, or integration hell …

Concepts like inaccessible, encapsulated monoliths or barely manageable composable integrations with wildly proliferating customizations cause e-commerce systems to slowly freeze up. This makes it impossible to achieve lasting success.

Increasingly sluggish and limited further development, useless forced updates, and growing integration burdens gradually lead to functional stagnation – along with rising costs. Mandatory operating models such as vendor clouds or SaaS silos create dangerous dependencies. The result: a loss of control over your own data, costs, and business models.

… but flexibility and digital sovereignty

Flexibility arises differently: from a technical foundation that is both clear and truly adaptable, from unified control over data and processes, from efficient tools, and from teams that truly master both the platform and the project.

With Mutable Commerce, you can realize your full potential. Unleash the effectiveness of your employees. Make it easy for your customers. Gain creative freedom and independence through complete freedom in operation and further development. Enjoy the ongoing and reliable support of true experts and e-commerce that always delivers exactly what you want.

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Mutable Commerce with exedio

exedio develops and maintains e-commerce systems that adapt quickly and without compromise to your goals and requirements over the long term. That's exactly what we created the exedio Commerce Platform for. And that's exactly why we provide you with ongoing support through stable teams of our own experienced experts.

exedio Commerce Platform

The exedio Commerce Platform is the perfect foundation for customized e-commerce systems, for both development and operation – and it meets the requirements for systems that can be easily modified over the long term. This includes, for example:

Consistent model-driven approach: Data model-driven development and integrated validation ensure consistency and reliability.

Scalable tools: Internal user interfaces with filters, search functions, bulk editing, import/export, and editing directly in the front end automatically adapt to changing data models.

Traceability and quality: Through user roles and permissions, and change logging with before-and-after views.

Freedom of Choice: In front-end technologies, storage strategies, and diverse integration options – instead of unnecessary lock-ins.

exedio – 25 years of constantly evolving e-commerce

First as the largest development site for hybris (now SAP CC), then independently as its most important partner, and since 2008 with our own development-oriented and highly adaptable platform: We know how it's done..

Fast and seamless platform migration

A highly customizable system also enables a secure migration with business continuity. Interfaces, processes, and workflows can be replicated very precisely where desired. Your new system adapts to you – to what already exists as well as to everything new you want.

A recent example: *We just quickly migrated Lufthansa Worldshop's entire e-commerce operations from SAP CC to the exedio Commerce Platform while the system remained live — as always, without overwhelming or overburdening the organization or its employees.*



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Get off to a strong start with the exedio Commerce Platform

Without flexibility, everything is nothing — but flexibility isn't everything either. In addition to its Mutable Commerce foundation, the exedio Commerce Platform offers many powerful tools that go beyond the ordinary to boost, facilitate, and accelerate your success.

exedio Core

Flexibility doesn't start at the front end. Mutable Commerce requires a stable foundation. exedio Core maps data models and processes cleanly and robustly. ensuring that even custom requirements don't pose a risk to further development. For you, this means fewer dead ends and more room to maneuver.

exedio CMS

Pages, components, and navigation are not a rigid structure. They can be changed at any time and adapt to different situations and contexts. Content can be reused, recombined, and automatically delivered in a targeted manner. This allows you to react quickly to changes, and content becomes a driving force rather than a hindrance.

exedio Outliner

As product ranges and content grow, back-office efficiency becomes a competitive advantage. The exedio Outliner is the central workspace for large volumes of data, complex structures, and daily changes. New data types can be managed without extra effort, content can be found quickly, and processes are supported efficiently.

exedio Launches

Anyone planning campaigns, product line changes, or seasonal content needs more than just ad-hoc publications. With exedio Launches, changes can be prepared by the team, previewed in the frontend, and gone live at a defined time. This ensures reliability, speed, and much better predictability. And better timing boosts visibility and revenue.

exedio Loupe

Speed in the details is crucial in e-commerce. With exedio Loupe, teams can edit data and structures directly in the front end - exactly where the impact is visible. This shortens coordination cycles, reduces media breaks, and makes optimizations easier during live operations - especially for marketing and content teams.

exedio Bouquet

exedio Bouquet is the attribute-based search, filter, and decision-making engine that turns product data into real guidance. With dynamic facets, intuitive sorting, targeted weighting, and active decision-making aids, the online store guides customers to the right product, just like a consultant. In a flash – even with millions of data records.

exedio Media

If e-commerce is to be dynamic, media must be capable of more than just being stored. exedio Media turns images, PDFs, and other assets into an active part of your business: flexible to use, automatically optimized, and always up to date. Different formats and quality requirements become the norm rather than the exception.

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exedio Sales Agent

The exedio Sales Agent can do more than just answer questions. It proactively guides users, suggests suitable products, and highlights savings potential based on product data, prices, reviews, and shopping cart context. It can be expanded within a project and customized to user roles: in B2C, B2B, or for field sales - for example, to prepare briefings or analyze sales.





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