Digital marketplaces are typically organised around two technology components.

In the Marketplacer model, we use these components to present two different implementation models.

What you need depends on your existing investments, integrations and marketplace requirements.

**Solution Implementation Models**

A quick history...

- **1979**: Online shopping invented
- **1982**: Boston Computer Exchange launches one of the first eCommerce platforms
- **1995**: Amazon wins a patent for using inventory architectures
- **1998**: The concept of service-oriented architecture (SOA) is introduced
- **2012**: The concept of ‘Microservices’ is introduced (an evolution of SOA)
- **2015**: The term ‘connected commerce’ is coined following a Forrester Research report

**Monolithic Architecture** versus **Microservices**

- **Product Search**
- **Payments**
- **Shopping Cart**
- **Returns**
- **Inventory flow**
- **Categorisation**
- **Seller Onboarding**
- **Admin system and seller portal**
- **Lead management**

**Connected**
The Marketplacer Core back-end integrated with an existing eCommerce system that includes both the user and the shopping cart.

**Why Choose Connected?**
You’re already invested in a leading commerce platform, such as Salesforce Commerce Cloud or Magento, and want to add the power of a Marketplace to your existing commerce offering.

**Microservices**

- **Browsing, choosing and paying for goods.**
- **Digital marketplaces**
- **Solution Implementation Models**
- **Monolithic Architecture**
- **VS**
- **Microservices**

Splitting like this allows for more agile environments where development can happen in either environment, independently, and in response to technology changes.

This is how things look and feel, and is closely related to the underlying brand.

Also part of the user experience, it has an equally important role with regards to connectivity into the back-end.

What you need depends on your existing investments, integrations and marketplace requirements.