

Press release

Paris, May 22, 2023

Composable Commerce: SMILE and VTEX join forces to offer their clients modular, scalable, and proven e-commerce solutions.

SMILE, the European leader in open digital, and VTEX, the leader in omnichannel e-commerce platforms, announce the formalization of their partnership. For both companies, this collaboration will strengthen their shared B2C, B2B, and B2E e-commerce approach by offering completely modular, scalable, and accessible digital solutions to their clients in France and internationally.

By partnering with VTEX, SMILE consolidates its position in the composable commerce market and accelerates its MACH (Microservices, API-first, Cloud native, Headless) development strategy, which has been underway for over 3 years.

This announcement comes in a unique economic context: SMILE's more mature clients, who adopted e-commerce solutions about a decade ago, are now facing particularly fierce competition regardless of their industry. Agility, differentiation, and performance are top priorities on the agendas of these companies undergoing a significant turning point. By opting for new digital tools to "compose" their own ecosystems, they embrace a resolutely novel approach to commerce and build a unique user experience.

For Jean-Charles Bordes, Group Chief Revenue & Offers at SMILE, this partnership is key. "Our clients are undergoing transformation, and their expectations are diverse. They are facing the challenges of omnichannel (all the sales and contact channels available to buyers) and operating in a highly varied IT landscape. By adopting 'Composable Commerce' projects, they can more easily navigate this ecosystem and overcome the technical limitations and difficulties they have encountered so far."

"VTEX is one of the players capable of meeting these requirements. Together, we will be able to address our clients' new challenges." VTEX indeed offers a highly performant cloud-native platform that is very open, allowing the construction of unique and modular models from functional components that can be activated as needed. "For our retail and consumer packaged goods (CPG) clients, it is a comprehensive approach that will enable them to adjust their operations, personalize the customer experience they offer, or launch new projects with proven components."

"SMILE, one of the largest European integrators, has chosen VTEX as a cornerstone of its Enterprise offering to meet the specific needs of Modern Commerce (MACH). We are convinced that this alliance will provide our clients with a robust option for renewing and modernizing their e-commerce stack. SMILE aims to become a major partner of VTEX in France from now on!" adds Julien Bianchini, Director of Partnerships for France, Switzerland, and Benelux at VTEX.

"Technologically, VTEX is currently the only player offering a complete suite dedicated to e-commerce, with the advantage and uniqueness of providing all actors with a unified view not only of stocks but also of access to products at the fairest price, without the barriers that can be found in a 'monolithic' channel approach. For Florimond de Tinguy, VP Sales France at VTEX, the relevance of this partnership lies in the mutualization of shared DNA, oriented towards openness and collaboration: 'This technological foundation is not only open and accessible in the manner of community projects, but from a business and operational standpoint, it allows SMILE to deploy large-scale projects more quickly and simply, focusing on adoption rather than technical-functional challenges.'"

About the Smile Group:

For 30 years, we have been supporting our clients in innovative, bold, and open-source digital projects covering all IT areas of the company: digital experience, e-business, mobile applications, business solutions, embedded systems and IoT, infrastructure, and cloud. We work on creative digital solutions with agility, and our 2,000 passionate experts accompany and create digital projects for our clients in Europe and worldwide. Our strength lies in the combination of expert brands at your service: Smile, neopixl, SensioLabs, Ux-Republic, alter way, Synotis, and creativestyle. We are Smile, the European leader in digital and open source.

For more information, visit: www.smile.eu

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