

Great MACH runs on AWS

Microservices, API-first, Cloud-native, Headless (MACH)

What is MACH?

Formed in June 2020 with founding members Contentstack, commercetools, Valtech, and EPAM Systems, the MACH Alliance is a not-for-profit industry body that advocates for open and best-of-breed enterprise technology ecosystems.

The acronym stands for **M**icroservices, **A**PI-first, **C**loud-native SaaS, **H**eadless (MACH), thus describing a future-proof architecture for enterprise technology. There are over 100 member companies, categorized as software vendors, system integrators, and enablers.

Companies that wish to join as members must apply and be evaluated for compliance to MACH tenets. Less than half of applications are accepted, principally because companies must not be selling any legacy products that don't meet MACH tenets.

MACH technologies support a swappable enterprise tech stack in which every component is pluggable, scalable, replaceable, and can be continuously improved through agile development to meet evolving business requirements.

MACH architecture is a set of principles that provides a flexible and scalable way to design and build commerce solutions. Built to integrate easily, these technologies are helping companies untangle and step off their legacy tools.

[Learn more about the MACH Alliance »](#)



100+

MACH-member companies

70%

of MACH members run on AWS

2022

AWS joins The MACH Alliance

Featured AWS Partners in MACH

Ecommerce



Content Delivery Network



Digital Commerce



Product Discovery / Search



Point-of-Sale



Personalization



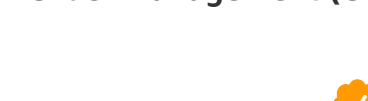
Payments



Content Management (CMS/DAM/PIM)



Order Management (OMS/DOM)



Developer Tools



System Integrators



AWS Retail Competency Partners validated by AWS for technical proficiency and proven industry customer success. [Explore all AWS Retail Competency Partner solutions »](#)



The story of The Very Group's commerce modernization

MACH architecture from commercetools. Cloud-nativity on AWS.

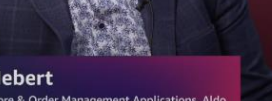
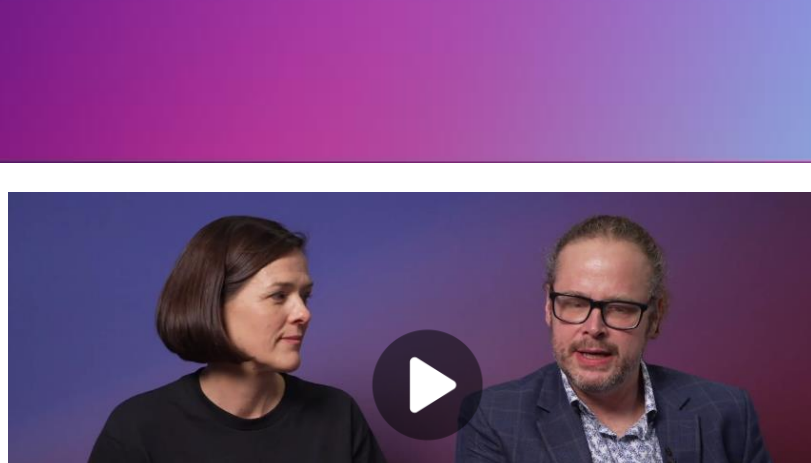
At the heart of The Very Group's new eCommerce system is the tried-and-true combination of commercetools running on AWS's cloud-native architecture. Learn about The Very Group's journey to modern commerce from the company's previous monolithic architecture to the commercetools and AWS solution, all of the strengths of MACH (Microservices-based, API-first, Cloud-native, Headless) and composable commerce architecture, and the benefits this foundation has brought to the business.

[Read the story »](#)



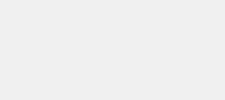
ALDO Group gains inventory visibility, optimizes fulfillment with Fluent Commerce on AWS

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Cazoo launches ecommerce site in just four months with Kin + Carta on AWS

[Read the story »](#)



Ready to transform retail with MACH?
Contact AWS experts today.

[Contact AWS »](#)

“The MACH Alliance are the bouncers controlling the velvet rope at the entrance to the Coolest Tech in Town Club.”

Joe Cicman, Senior Analyst, Digital Transformation, **Forrester**