

CKA EVOLUTION

Seven practical questions became one architecture.

Select a stage to see the problem it addressed, the lesson it produced, and how it advanced the Commerce Knowledge Architecture.



01

Branded Pipeline
PORTABLE EXPERIENCE



02

Master Catalog
GOVERNED RECORD



03

FeedZip
STRUCTURED COMMERCE



04

SuppFacts
EDUCATION LAYER



05

Borrego OS
MODULAR CAPABILITY



06

LogicShop
REFERENCE IMPLEMENTATION



07

**Commerce Knowledge
Architecture**
FORMAL ARCHITECTURE

STAGE 07 OF 07

Commerce Knowledge Architecture

FORMAL ARCHITECTURE

PRACTICAL QUESTION

How should an organization govern product knowledge and express it consistently across every interface?

ARCHITECTURAL LESSON

A product should exist once as governed knowledge and be expressed appropriately wherever it is needed.

CONTRIBUTION TO CKA

Formalized the Commerce Knowledge Object, governance, presentation architecture, and integrations as one durable model.

CKA