VShift Joins the MACH Alliance

Decoupled digital transformation partner to regulated industry leaders is admitted as a Boutique Systems Integrator member

NEW YORK, March 6, 2024—**VShift** announced that it has been accepted into the MACH Alliance, a non-profit group of independent companies dedicated to advocating for open, composable technology ecosystems. A pioneer of decoupled digital transformation, VShift has co-developed winning composable solutions for **Prudential Financial, T Rowe Price, Freddie Mac, BJC HealthCare, London Stock Exchange, ProShares, First American** and other enterprise-scale organizations in regulated industries.

"MACH Alliance is perfectly aligned to our focus on decoupling complexity and reassembling go-to-market solutions to deliver digital products and, ultimately, growth," said Eric Feige, managing director at VShift. "Becoming a member was a goal of ours given our long-term focus on decoupled digital transformation."

MACH architecture—which stands for Microservices, API-first, Cloud-native SaaS and Headless—gives companies a deeper level of flexibility in managing their websites and digital services, allowing them to quickly deliver new features for customers. MACH Alliance members must pass a stringent selection process and meet certification standards to be granted membership. For the Boutique Systems Integrator category, VShift had to demonstrate experience and expertise in consulting, designing, building, implementing, integrating and managing a modern composable tech environment. In addition, it required demonstrated thought leadership of the MACH movement and client testimony on VShift's proven track record in developing decoupled solutions.

Riham El-Lakany, former BJC HealthCare Chief Marketing & Communications Officer, said, "VShift recently delivered the new bjc.org website ecosystem in record time using a decoupled model. The site itself was a finalist for the most impactful headless implementation award because we were able to accelerate our timeframes using a much more modern and business flexible architecture."

For more information on the partnership with VShift, contact info@VShift.com. To learn more about the MACH Alliance, visit www.machalliance.org.

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About VShift
VShift is a go-to-market partner to industry leaders in highly regulated sectors. The MACH Alliance member launches impactful strategies and composable digital solutions that accelerate growth. Visit vshift.com and follow VShift on LinkedIn for more information.

About MACH Alliance
The MACH Alliance is a [501(c)(6)] non-profit organization, governed by an independent board and does not endorse specific vendors, members or otherwise. The Alliance was formed in June 2020 to help enterprise organizations navigate the complex modern technology landscape. It aims to guide and show the business advantage of open tech ecosystems that are Microservices based, API-first, Cloud-native SaaS and Headless. All MACH Alliance members meet certification principles that are published on the website. For more information, visit machalliance.org and follow us at @MACHAlliance on Twitter and on LinkedIn.