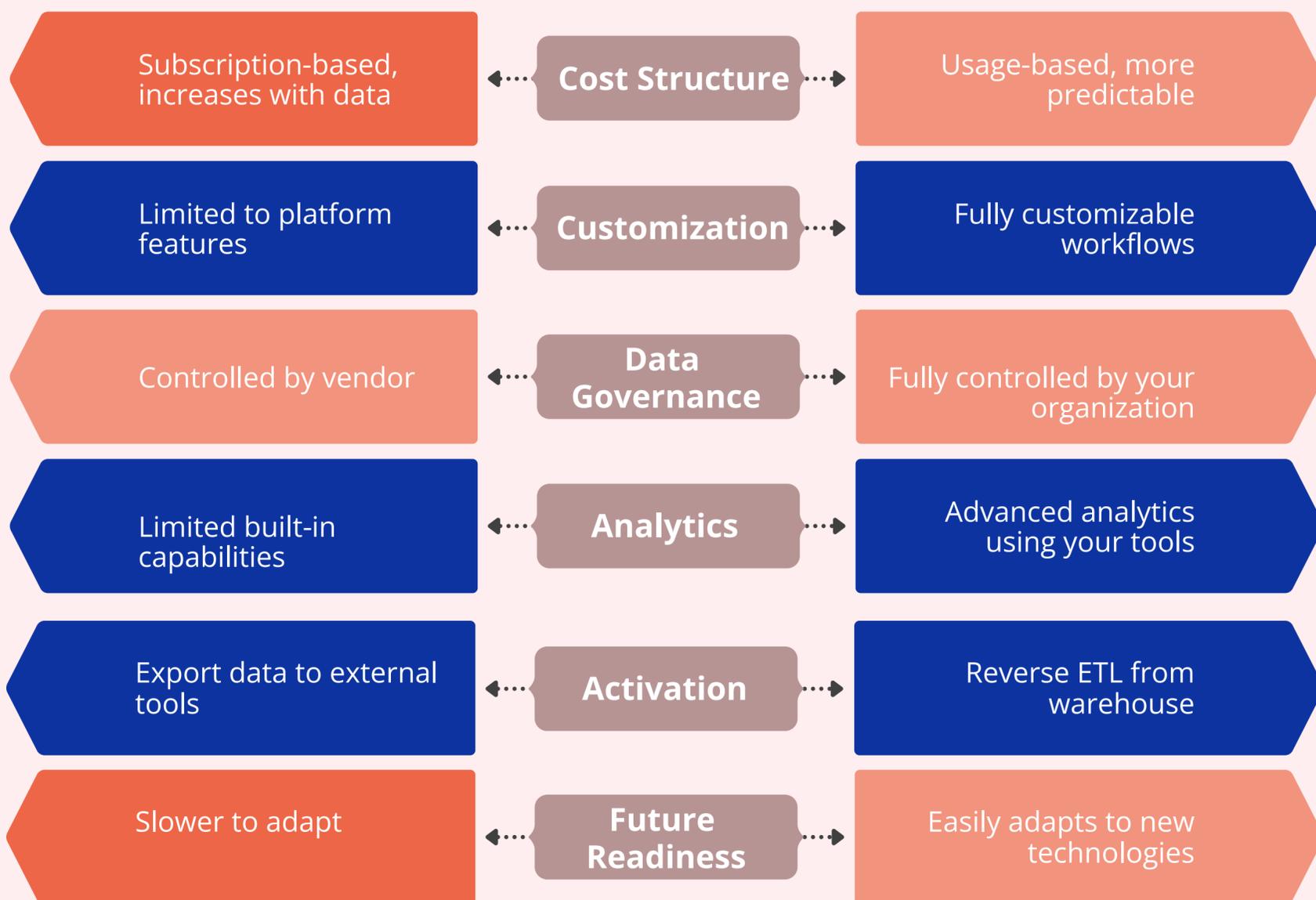# Traditional CDP **VS** Composable CDP

In today's data-driven landscape, businesses rely on Customer Data Platforms (CDPs) to unify customer information and enable personalized experiences. However, as data ecosystems grow more complex, organizations are re-evaluating traditional, all-in-one CDP solutions in favor of more flexible approaches. This has led to the rise of the Composable CDP - a modern, modular framework that leverages existing data infrastructure. Understanding the differences between Traditional and Composable CDPs is essential for choosing the right strategy based on your organization's needs, scale, and technical capabilities.

Traditional CDP		Composable CDP
Monolithic, all-in-one platform	**Architecture**	Modular, built using best-of-breed tools
Stored in vendor-controlled system	**Data Storage**	Stored in your cloud data warehouse
Limited control (vendor-managed)	**Data Ownership**	Full ownership and control
Limited customization	**Flexibility**	Highly flexible and customizable
Expensive and restrictive at scale	**Scalability**	Scales efficiently with your infrastructure
Faster initial setup	**Implementation Time**	Requires planning, slower start
High dependency on one vendor	**Vendor Lock-in**	Low lock-in, easy to switch tools
Often batch-based	**Data Freshness**	Real-time or near real-time
IntegratioPre-built connectors only	**Integration**	Open APIs and flexible integrations

Traditional CDP	Category	Composable CDP
Subscription-based, increases with data	Cost Structure	Usage-based, more predictable
Limited to platform features	Customization	Fully customizable workflows
Controlled by vendor	Data Governance	Fully controlled by your organization
Limited built-in capabilities	Analytics	Advanced analytics using your tools
Export data to external tools	Activation	Reverse ETL from warehouse
Slower to adapt	Future Readiness	Easily adapts to new technologies

Choosing between a Traditional CDP and a Composable CDP ultimately depends on your organization's maturity, goals, and resources. Traditional CDPs offer simplicity and speed, making them ideal for teams seeking quick deployment with minimal technical overhead. In contrast, Composable CDPs provide greater flexibility, scalability, and control, making them better suited for organizations with complex data needs and a long-term vision for growth. As businesses continue to invest in modern data infrastructure, the composable approach is emerging as a future-ready solution for unlocking the full potential of customer data.

Ready to move beyond rigid CDPs? Discover how a composable approach can give you full control of your data, enable real-time personalization, and scale with your business.
- Explore *Lemnisk's Composable CDP*