

Retail and Commerce

Experimentation is your lifeblood, and the drumbeat for higher conversion never ends. New channels, new frontends, and a peak season that punishes every shortcut. These four sessions are about what holds through all of it: teams that adopt the graph without being told to, deploys that never turn into incidents, agents that can work across the whole platform, and contracts that outlive the implementation.

No Mandate Required: How Coolblue Built a Graph That Sells Itself

Gijs Martens & Bart van Lakwijk

CHALLENGE Routing all production traffic through the federated graph took a week. Getting a company that grew from 200 people to 7,000 to actually want it took a lot longer.

TAKEAWAY A graph teams choose rather than one they are told to use, from domain boundaries that survive reorgs, schema left with developers, and a platform team that never blocks anyone.

Safe-by-Design at Wayfair: Deploying with End-to-End Graph Canaries

Greg Wardwell

CHALLENGE One federated graph across hundreds of subgraphs, dozens of teams, multiple contracts and environments. At that scale every schema change is a reliability bet.

TAKEAWAY Releases that stay fast through peak, from graph artifacts and Argo canaries with version pinning that send traffic only to subgraphs able to serve the new shape.



Agents to Rule Them All: We Built a Context Graph at RS Group

Juan Carlos Blanco Delgado

CHALLENGE The platform already served data from dozens of services through Apollo Federation. How it actually worked still sat in tickets, pipelines, monitoring and docs.

TAKEAWAY A context graph you mostly already own, turned into one an agent can act on, from MCP wiring, composable skills, memory that persists across sessions and validation gates.



What Survives? Lessons Learned Building Durable Architectures

Sharon Gorla

CHALLENGE Every generation of engineers believes their architecture will last. Then the clients change, the backends change, the org changes, and coding agents rebuild whole systems.

TAKEAWAY What to protect when the storefront gets rebuilt again. Business semantics and shared contracts survive it. Implementation patterns do not, however good they looked at the time.

HANDS-ON WORKSHOPS

Evolving Your Graph Without Breaking It (2 hrs)

Do what Wayfair does, by hand first. Break a graph, run schema checks, hit a composition failure, add a subgraph, and read the metrics that say it held.

Giving Agents Access Without Giving Up Control (90 min)

Connect an agent to your graph, then start taking things away from it. Scope permissions, hide sensitive fields, approve what it reaches, and see what it does when told no.