



Headless Commerce Playbook for Business

The business leader's guide to a modern commerce strategy



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Headless Commerce Playbook for Business

Traditional ecommerce software platforms (think Oracle, Adobe Magento, IBM WebSphere and Demandware/Salesforce) were built in the 1990s as an all-in-one solution for buyers and sellers using desktop computers for eCommerce. They were appropriate for their time and were designed as a single, integrated application, often referred to as a monolith. These monolithic commerce platforms are inherently rigid and were created with a fixed set of rules, from user experience to supported channels. Fast forward to today with mobile devices, internet-based devices, industrial machinery, and even automobiles being viewed as revenue streams and it's clear that the rules have changed dramatically. Rigid platforms negatively impact responsiveness to market shifts and consumer buying needs. By contrast, a Modern Commerce Architecture™ is a more flexible approach. It puts the marketing team in charge of the brand and customer experience and enables the IT team to meet the demands of the business quickly. In short, Modern Commerce Architecture powers modern commerce business.

One of the principles of Modern Commerce Architecture is that the front-end or user interface is separate from the commerce functionality to enable maximum flexibility and control over the customer experience no matter the device or channel. In this so-called “best of breed” approach, marketers and IT teams can select the best user experience solution to meet their needs.



This approach, first developed by commercetools, has been embraced by major global enterprises and growing digital-native brands alike. No matter what you are selling, having the ability to control and quickly change the buyer journey on any and all touchpoints has become a must-have for digital teams.

This Playbook discusses considerations business teams must make for a Modern Commerce Architecture including:

- choosing a front-end
- capabilities needed in the commerce solution
- what a migration from monolith to Modern Commerce Architecture looks like

Since headless commerce is a major part of this approach, we'll start with a quick overview of why all business leaders should be moving towards headless commerce.

About commercetools

commercetools is a next generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. Our leading-edge API approach helps retailers create brand value by empowering commerce teams to design unique and engaging digital commerce experiences everywhere – today and in the future. Our agile, componentized architecture improves profitability by significantly reducing development time and resources required to migrate to modern commerce technology and meet new customer demands.

The innovative platform design enables commerce possibilities for the future by offering the option to either use the platform's entire set of features or deploy individual services, á la carte over time. This state-of-the-art architecture is the perfect starting point for customized microservices, enabling retailers to significantly reduce time-to-market for innovative commerce functionalities.

commercetools has offices across the US, Europe, and Asia Pacific, with headquarters in Germany. Since its founding in 2006, commercetools software has been implemented by Fortune 500 companies across industries, from retail to manufacturing and from telecommunications to fashion.

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