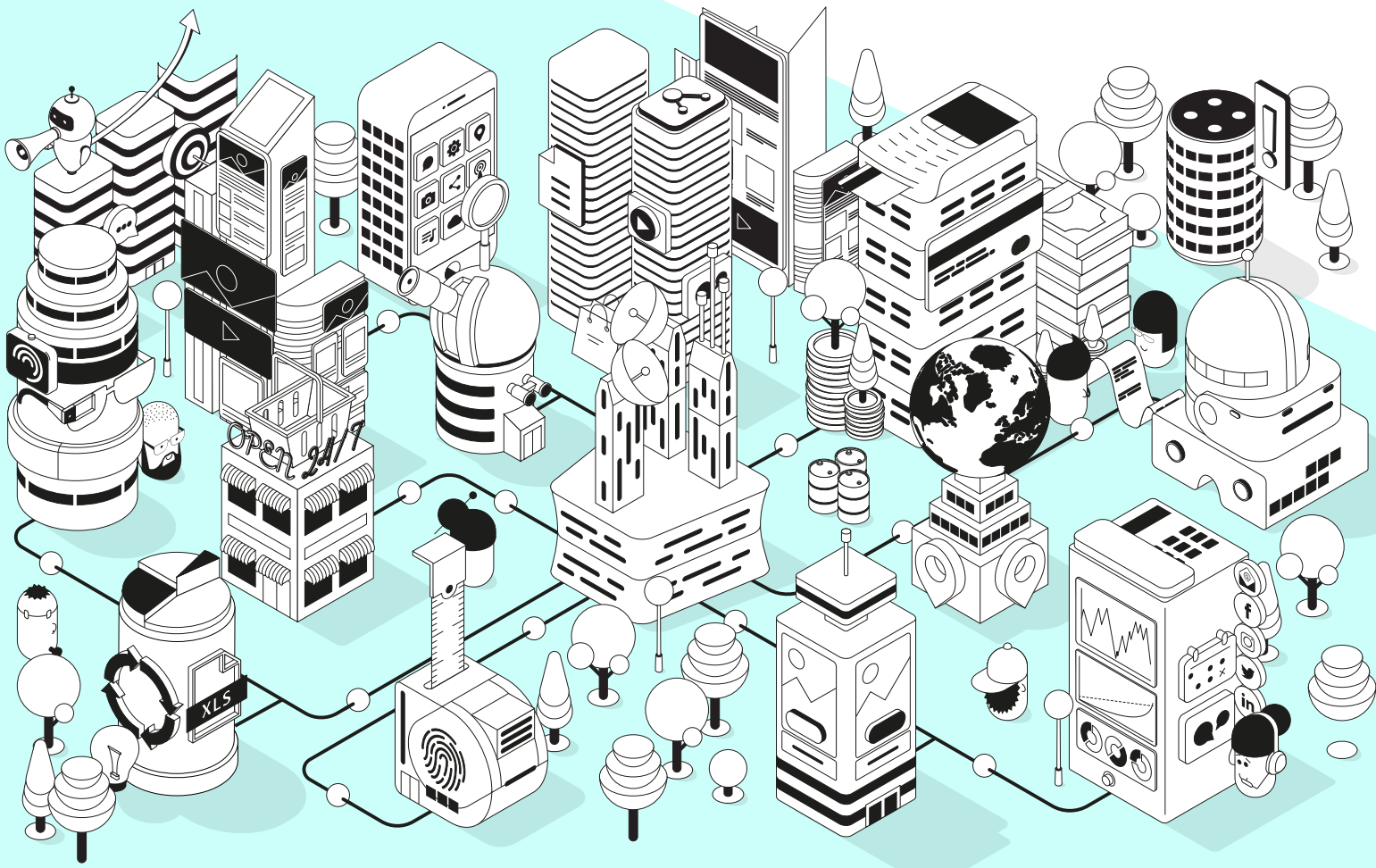


Headless Commerce Masterclass



The Profound guide to learning the skills that
will transform your brand's digital estate

Modules

1. **Re-imagining Retail Commerce**
2. **Replatforming - Why, What and How**
3. **Platform Migration**
4. **Monolithic to Microservices**
5. **What is Headless?**
6. **APIs Enable Headless**
7. **The Fusion of Content and Commerce**
8. **Bringing IT and Business Together**

Welcome

Profound and commercetools have joined forces to create an eight-module Headless Commerce Masterclass - a professional skills program delivered by on-demand learning. Turn your couch into a classroom and learn the skills to transform your brand's digital estate.

This guide will teach you how to use headless commerce to transform your business.

- Learn how digital transformation can help your business adapt and evolve in an ever-changing world
- Complete eight modules on specific subjects to give you the digital know-how to thrive in an unpredictable market
- Access three on-demand webinars led by industry experts from Profound and commercetools

Why headless commerce?

Headless commerce future-proofs your business and is the most effective approach for modern retail. Underpinning this approach is the separation of frontend and backend functionality, which are instead connected via APIs that allow you to integrate best-of-breed solutions for every commerce function. Going headless means you can achieve faster digital success.

Benefits of headless commerce

Flexibility: Full control of the frontend, without having to adhere to rigid structures laid out by the software vendor

Speed & Agility: Experimenting and A/B testing new features fast without jeopardizing backend stability

Increased performance: Different touchpoints have different scaling needs, so separating frontend from backend functionality improves customer experience and is budget-efficient

Module 1

Reimagining Retail Commerce



First, you need to understand how the market has changed. Then you can start to plan your headless commerce strategy. Consider how new technologies, new competitors and new methods of service have disrupted the retail landscape. What can you do to differentiate your brand in this new environment?

Topics covered in this module:

- What is the new context, which has been accelerated by the changes resulting from the COVID-19 pandemic?
- Understand what has changed for traditional and digital commerce
- Approaching digital commerce creatively
- An introduction into how digital technology influences customer behavior
- Why creating unique customer experiences is essential
- What, and more importantly who, to include in your action plan

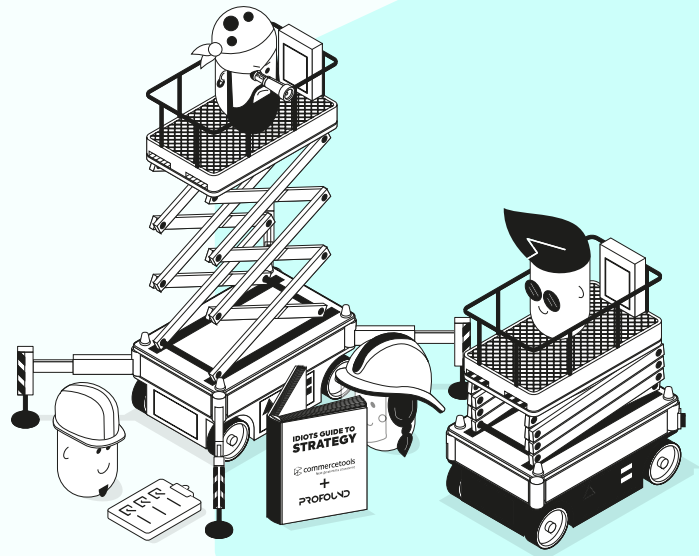
[Get the white paper >>](#)

The experts at Profound will talk you through the learnings of the 1st module and discuss how the latest digital technologies enable you to innovate and differentiate your brand in today's new normal.

[Watch the webinar >>](#)

Module 2

Platforming – Why, What and How



To transform your digital estate and emerge ahead

COVID-19, lockdown and social distancing restrictions have intensified digital commerce competition. This new normal is driving businesses into digital transformation.

Do not let your brand be driven – take control of your digital transformation. Start with replatforming, so you have the technical infrastructure to develop your unique Customer Experience.

Topics covered in this module:

- What is replatforming, and why is it essential?
- Establishing a project team and direction
- Selecting platform architecture and digital commerce solution
- Migrating to new solutions
- Key considerations before replatforming

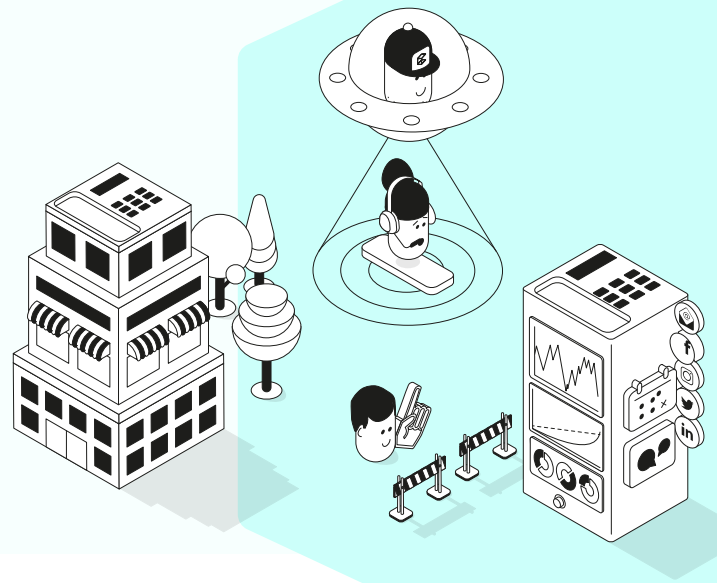
[Get the white paper >>](#)

The experts at Profound and commercetools will recap module 2 and explore the key factors you should consider when replatforming, using a customer story showing how Cimpress launch a headless commerce solution across 14 of its brands

[Watch the webinar >>](#)

Module 3

Platform Migration – Ensuring a Smooth Transition



To achieve business goals and enable digital innovation

A key component of digital innovation is migration from legacy systems to new platforms. This is often viewed as a challenging and risky undertaking. However, by adopting a flexible and measured approach, organizations can efficiently use platform migration to deliver their business goals and become customer experience leaders in their sectors. Learn how you can achieve this in our third module.

Topics covered in this module:

- What is platform migration, and what is a phased migration?
- Commercial and technical factors underpinning platform migration initiatives
- Planning a phased migration, including project scope and processes
- Data and user experience considerations when executing a platform migration

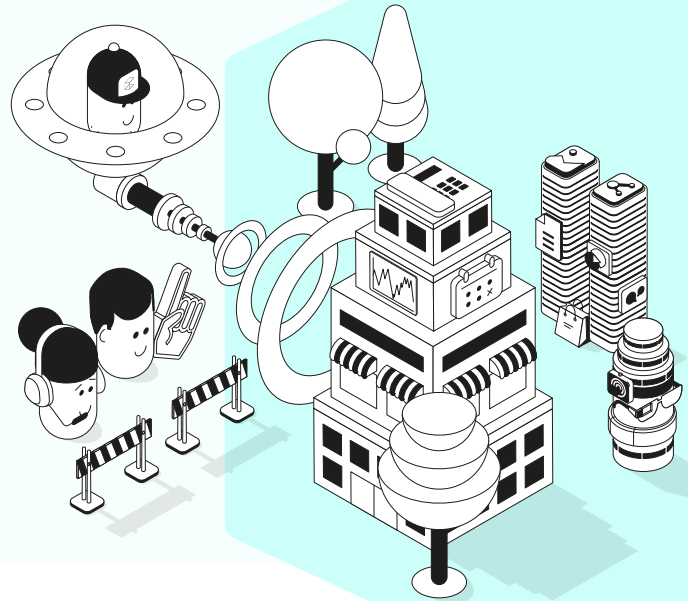
[Get the white paper >>](#)

Listen in as the experts at Profound review module 3 and discuss how the latest digital technologies enable you to innovate and differentiate your brand in today's new normal.

[Watch the webinar >>](#)

Module 4

Monolithic to Microservices – Adopting new Architecture



To deliver a more agile, flexible and scalable commerce platform

In the early 2000s, monolithic platform architecture offered the ideal solution. The framework provided digital commerce solutions with a range of in-built functionalities that perfectly suited business and customer needs... for the time. But as technology and customer expectations have evolved, this type of architecture has now become restrictive.

However, there is another way. Say goodbye to laborious, long-term development timelines, and say hello to digital freedom and creativity. With a microservices architecture, you can minimize technical overheads, free up your developers and marketers, and enable faster digital innovation.

Topics covered in this module:

- What is monolithic architecture, and what is microservices architecture?
- How customer expectations have evolved and necessitated infrastructure changes
- Monolithic architecture restrictions
- Microservices architecture benefits
- Technical considerations affecting development and marketing teams
- Scenarios that make migrating to microservices essential

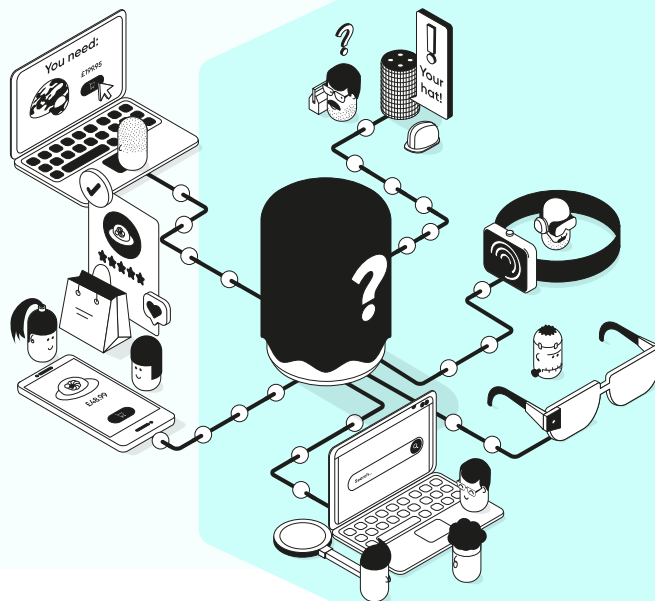
[Get the white paper >>](#)

The experts at Profound and commercetools will recap module 4 and help you understand what the journey from monolithic to microservices entails, with customer stories from Lego and Burberry.

[Watch the webinar >>](#)

Module 5

What is Headless?



To enhance your teams' agility to deliver a more innovative Customer Experience

When it comes to Customer Experience, expectations are high. Today's brands must ensure their digital solutions are equipped to generate fast and powerful results to all their touchpoints – not only now, but in the future too. With headless CMSs as your case study, learn how headless technology works and how you can use it to deliver better, revenue-generating experiences.

Topics covered in this module:

- An evolution of software solutions
- How does headless work?
- The benefits of headless
- Your headless checklist

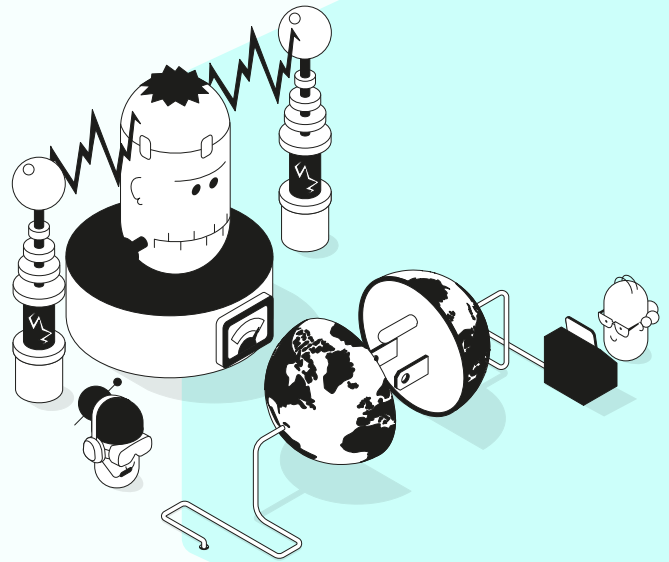
[Get the white paper >>](#)

Listen in as the experts at Profound review module 5 and discuss what headless is and how this differs from a monolithic platform.

[Watch the webinar >>](#)

Module 6

APIs Enable Headless



To transform your digital estate and optimize multichannel delivery

APIs enable software solutions to communicate with one another. Their capabilities remove the complexities of monolithic architecture, freeing up your teams to focus on more important work: delivering innovative frontend experiences.

Learn how headless solutions are designed and developed API-first, which creates new possibilities that you can convert into increased revenue.

Topics covered in this module:

- The role of APIs in modern commerce
- How do APIs work?
- Modeling APIs using REST and GraphQL specifications
- What API-first really means
- How APIs enable frontend digital innovation

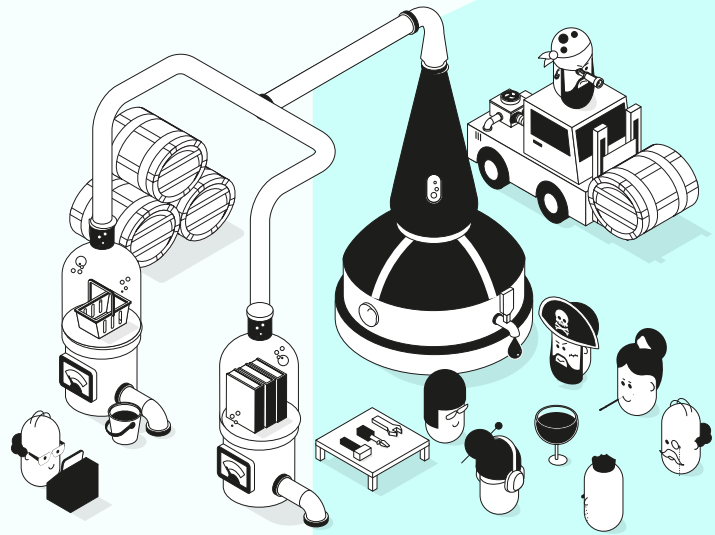
[Get the white paper >>](#)

The experts at Profound will recap module 6 and help you understand what APIs are and how they enable a headless architecture.

[Watch the webinar >>](#)

Module 7

The Fusion of Content and Commerce



To create frictionless shopping experiences

Today's brands must capitalise on increasing consumer demand for engaging multichannel content – or else they risk losing business to competitors who are only a click away.

Take control of your Customer Experience with an innovative experience-led strategy. Start by integrating content management systems with commerce platforms to deliver sophisticated and frictionless shopping experiences.

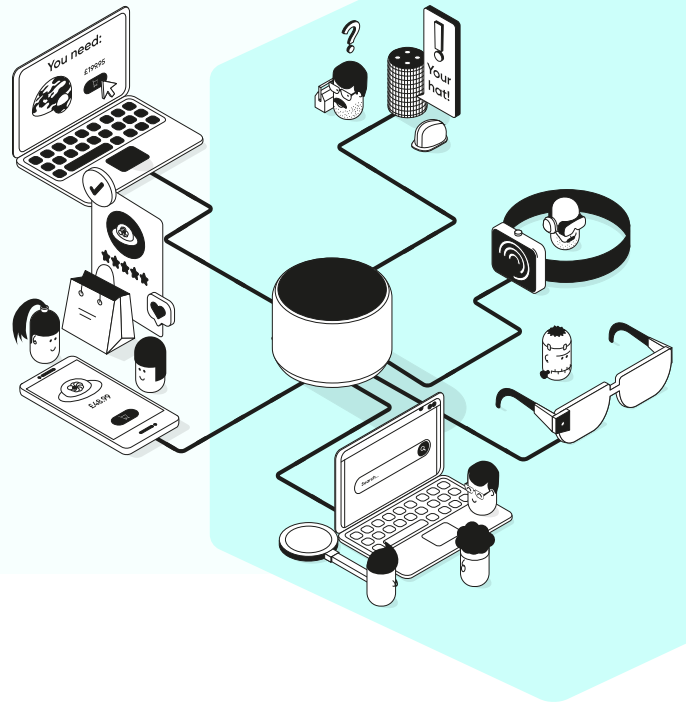
Topics covered in this module:

- The significance of customer experience
- How brands use different types of content to engage with customers
- Merging teams and technologies
- The differences between a content-first and a commerce-first integration
- Businesses that are well-suited to each type of integration

[Get the white paper >>](#)

Module 8

Bringing IT and Business Together



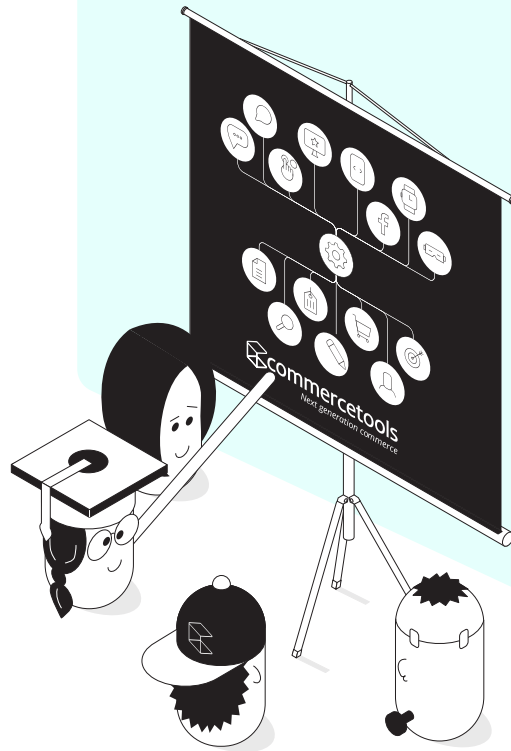
To design a path to success with multiple stakeholders

You have multiple teams in your business all working toward the same goal but from different perspectives. Profound's approach to this is to bring the appropriate stakeholders together for an initial exploratory digital consultation session that will help you focus in the right way and recommend a practical roadmap to move forward.

Typical agenda for the consultation session:

- Business objectives
- Marketing goals
- Digital ambitions
- Current state
 - Website / Commerce platform
 - System integrations
 - UX design / CX insights
 - Digital marketing activities
- Perceived constraints and challenges
- Marketing / Digital team skills and resources
- Wrap up

Learn more about the Profound consultation workshop here. it's a half-day, high-value session that brings your key stakeholders together: [Request details here.](#)



**Find out how we can help you
digitally transform today**

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