



FACT SHEET

# The headless commerce translator.

How to explain the benefits of headless commerce to business leaders.

As a developer and technical leader, you've long understood the value of headless commerce. You know that decoupling the back end of an ecommerce platform from its front end can allow for a rapid, API-based approach to development. Benefits can range from faster deployment to better-differentiated customer experiences and more seamless cross-channel encounters.

Sometimes, however, business teams just don't get why you want to buy an ecommerce software platform only to cut off its head. They may be concerned that this strategy could lead to higher development costs, slower time to market, and unnecessary complexity. This is when expressing the benefits of headless commerce in a way that business teams can understand is crucial.

This brief guide provides a helpful reference for explaining the value of headless commerce—and why it often works better than a more traditional all-in-one approach—to business leaders across your organization.



Learn more about [going headless with Adobe Commerce](#).

Technical benefit	What you could say to business leaders
<p><b>Ultimate flexibility</b> You can build any kind of custom, front-end experience using any technology at any time.</p>	<p>You're not limited by any single vendor's interface, which means you can build a branded shopping experience that's completely unique. You can respond quickly to new customer needs—and stay ahead of the competition—by “re-skinning” your commerce back end with a new user interface rather than buying or building a whole new commerce system. And, if you have a team of developers, they can start building immediately using tools they know, so you can get to market faster.</p>
<p><b>Improved scalability</b> Headless APIs are optimized for efficiency (only delivering exactly what's needed), high performance, and low latency.</p>	<p>Your headless commerce platform can easily scale with your business, even as web traffic and transaction volume increase. This means your web store won't crash during seasonal peaks, so sales continue uninterrupted and you can keep growing your business without having to invest in a new commerce platform.</p>
<p><b>Rapid innovation</b> Headless commerce lets you create experiences for emerging touchpoints, such as augmented reality (AR), Internet of Things (IoT) devices, voice commerce and more, by using APIs to call your ecommerce back end.</p>	<p>With headless commerce, you can easily connect almost any touchpoint—from kiosks to smart watches—to your commerce engine, which means you can quickly add new revenue streams. The kind of rapid development made possible by headless commerce also lets you introduce new experiences before the competition and respond promptly as buyer behaviors change.</p>
<p><b>Parity across touchpoints</b> All touchpoints, regardless of technology, use the same APIs and back-end commerce services.</p>	<p>You can provide a consistent commerce experience to all your touchpoints: The shopping cart, payment methods, and checkout process are all the same. This means shoppers feel comfortable buying from more channels—and that leads to higher sales.</p>
<p><b>Integration of commerce and content</b> Headless commerce lets you easily add commerce elements into existing websites run on content management systems (CMS).</p>	<p>It's easy to add commerce functionality to your existing corporate sites, so you can start selling fast—without waiting for a lengthy system selection and deployment process. For example, <a href="#">Sazerac quickly added a gift store</a> to the Adobe Experience Manager-powered virtual tour of its Buffalo Trace distillery using a headless commerce model.</p>

## About Adobe Commerce

Adobe Commerce is an AI-powered commerce platform that helps businesses deliver personalized shopping and purchasing experiences. It offers rich out-of-the-box functionality for B2B and B2C channels, a flexible headless architecture, and seamless third-party integrations. [Learn more.](#)



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