

# Visualising the Potential of Headless Commerce.

By 2021, Statista.com projects that the number of people making purchases online will hit 2.1 billion.

Higher customer expectations, more interaction channels, and wide-spread commerce competition call for a **more flexible experience management solution**.

Headless commerce is an **API-based platform architecture** offering flexibility, advanced customisation, and consistent customer experiences across all channels.

## A future defined by technology.

According to CISCO, machine-to-machine connections supporting IoT applications will account for **more than half of the world's 28.5 billion connected devices by 2022**.

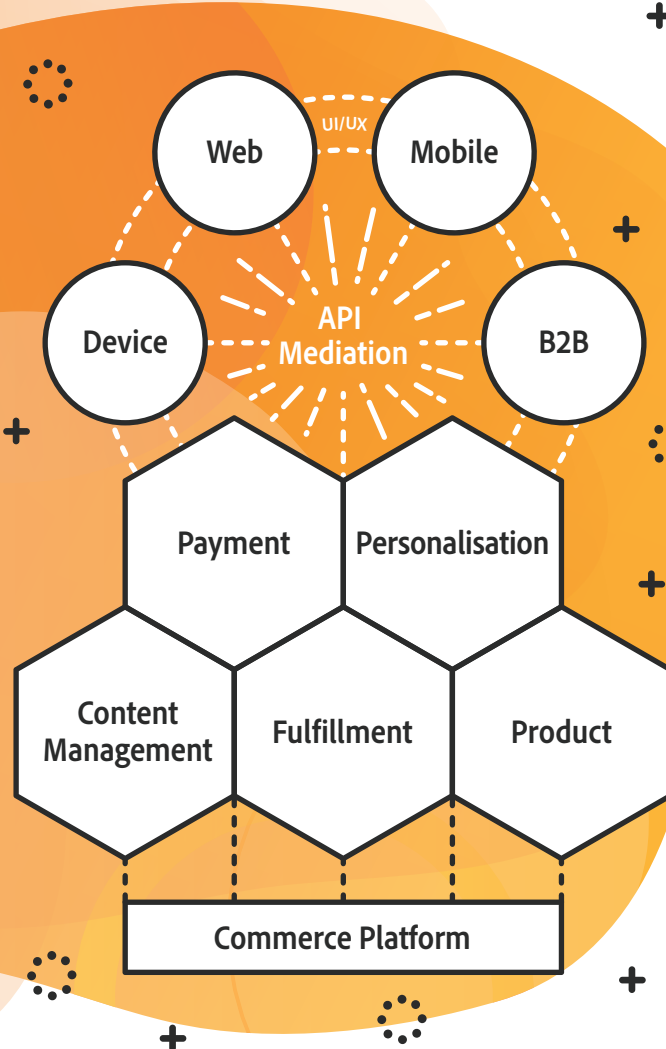
And Ericsson expects the number of cellular IoT connections to reach **3.5 billion in 2023**—increasing with an annual growth rate of 30 percent.

With a single, flexible platform, B2B and B2C companies can engage with their consumers daily through a range of internet-enabled touchpoints:

- Social media platforms
- Online marketplaces
- Mobile devices
- Wearable smart devices
- Voice assistant technology



## How headless commerce works.



Headless commerce separates the front-end presentation layer from the data-driven back end.

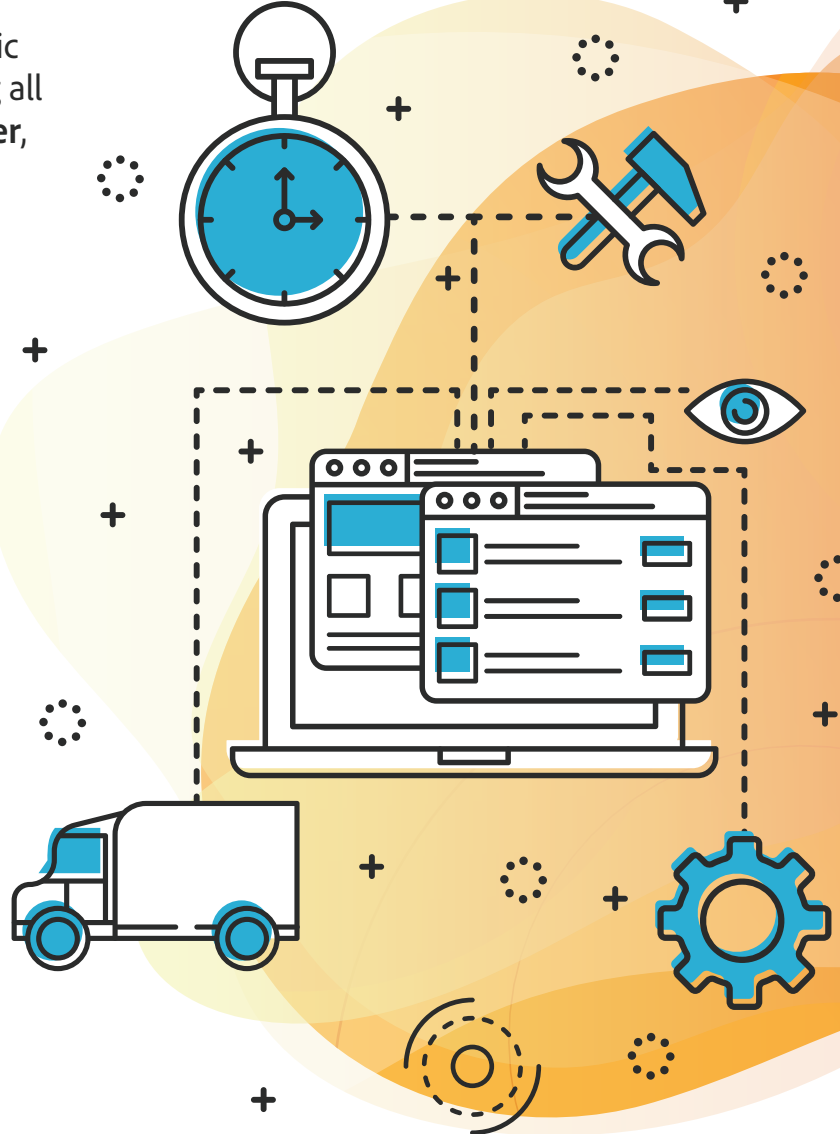
This approach utilises APIs to seamlessly transmit brand experiences across traditional and emerging consumer touchpoints.

Any system, application, or IoT device can be commerce-enabled and integrated with any CMS.

## Headless commerce benefits businesses.

Headless commerce frees developers to work at a dynamically different pace while giving marketers a holistic view of their customers. With a single platform supporting all channels, they can **embrace new touchpoints much faster**, eliminating constraints on what they can and can't do.

- **OMNICHANNEL CAPABILITIES**  
Extensible APIs support complex omnichannel scenarios.
- **PERSONALISATION & EXPERIMENTATION**  
Innovate without affecting website performance.
- **FLEXIBILITY**  
Update presentation layer without disrupting back end.
- **RAPID DEPLOYMENT**  
Decoupled architecture allows implementation of new functionalities in less time.



## Progressive web apps, headless commerce in action.

PWAs offer an example of the headless approach by using APIs to combine a native mobile app experience with the usability of a mobile-optimised website.

- **EASILY DISCOVERABLE**  
Indexed in Google and other search engines.
- **CONVENIENT ACCESS**  
Can be saved on mobile devices as a shortcut.
- **INVITING INTERFACE**  
Encourages user engagement with "mobile first" visual environment.
- **WORKS OFFLINE**  
Caches some data so site can function even when offline.



## Looking to the future of digital commerce.

Headless architecture will help drive a wide variety of need-based consumer scenarios:

- Ordering takeout from your car's onboard computer, have it waiting on your doorstep.
- Placing an order for groceries right from your fridge or other smart appliance.
- Quickly scan store aisles for discounts using augmented reality technology.
- Beacon technology can identify specific shoppers based on location and send event or sales notifications.
- Fitness tracker making recommendations for exercise gear based on data gathered over the course of workout sessions.

