



HEADLESS COMMERCE TECHNOLOGY ACCELERATOR

Helping businesses go to market with a fully-featured ecommerce store, built on the newest technology architecture



WHAT IS HEADLESS COMMERCE ARCHITECTURE?

Simply put, headless commerce is the separation of the front-end and back-end of an ecommerce application. But what does this mean exactly?



Headless commerce is the **technology architecture** on which your ecommerce store is built, making it possible for your **customer-facing ecommerce storefront (the front-end)** to be handled separately from the commerce functions and processes that power your store (the back-end). This decoupled architecture is made possible through APIs (Application Program Interfaces), enabling developers to deliver customer experiences to any screen or customer-experience platform they desire. The **innovation** of headless commerce architecture lies in the **flexibility** that it offers to developers, leading to **faster and easier deployments** of new, rich, and unified customer experiences.

WHY SHOULD YOU CARE ABOUT TRANSITIONING TO A HEADLESS COMMERCE ARCHITECTURE?

If you are the type of business that has frequent releases, and you don't want to impact the quality or stability of your ecommerce store, and are looking for:

- Continuous performance optimization
- Integrations that enable internal collaboration without impacting performance
- Fully unlocking the value of 3rd-party systems
- Quality and less time spent on custom design
- Deliver of omnichannel experiences to your customers

Then the headless commerce approach is for you.

Additionally, if you are looking for an express train to go to market with a fully-featured ecommerce store, built on the newest technology architecture, our **next.commerce** technology accelerator is perfect for you.

Not only will you **benefit from an accelerated time-to-market**, but by leveraging our headless commerce technology accelerator on top of **Salesforce Commerce Cloud**, you'll also have access to **unlimited commerce themes** and an **omnichannel-ready store**, all at a **lower price**.

IS HEADLESS COMMERCE FOR ME?

Benefits

Transitioning to a Headless Commerce Architecture will help you to:

1

Customize your Salesforce Commerce Cloud-based store to suit your brand perfectly

2

Easily add new and innovative touchpoints, such as smartwatches or smart displays, and launch ahead of competitors

3

Deliver the same experience for your customers on all touchpoints

4

Save on go-to-market costs with a modern tool for the IT team

5

Increase conversion rates, brand recognition, and sales



HOW CAN YOU GET STARTED?

next.commerce



next.commerce is our customized headless commerce technology accelerator, built as an enhanced version of Salesforce Commerce Cloud's headless commerce architecture.

TRANSITION TO HEADLESS COMMERCE EASY,
FAST, AND AT A LOWER COST

By using our enhanced headless commerce architecture, you'll be able to **launch faster** and at a **lower price**, with Salesforce Commerce Cloud platform's **enhanced features**, compared to building your ecommerce store on SFRA (Storefront Reference Architecture).

ENHANCED SALESFORCE COMMERCE CLOUD FEATURES

- Continuous feedback loop (defects + features)
- Organizational open source contributions
- Productivity tools integrated
- Unit testing + automated tests
- Backlog management and prioritization (product management)
- Internal certification process
- Customizable commerce themes (available via OSF themes library)

ADD OSF PRODUCTS FOR EXTENDED FEATURES



ENABLE 3rd PARTY INTEGRATIONS



WHY CHOOSE next.commerce?

Transition to Headless Commerce Easy, Fast, and at a Lower Cost

LOWER COST TO ADD FEATURES

A faster time-to-market equals a lower cost for launching the store and adding new features. We developed our **next.commerce** headless commerce technology accelerator on top of Salesforce Commerce Cloud to help you make the transition to headless commerce easy and fast.

INDUSTRY ORIENTED STRATEGY

Through our **next.commerce** technology accelerator, you will deploy your Salesforce Commerce Cloud store faster and with industry-specific processes, based on headless commerce architecture.

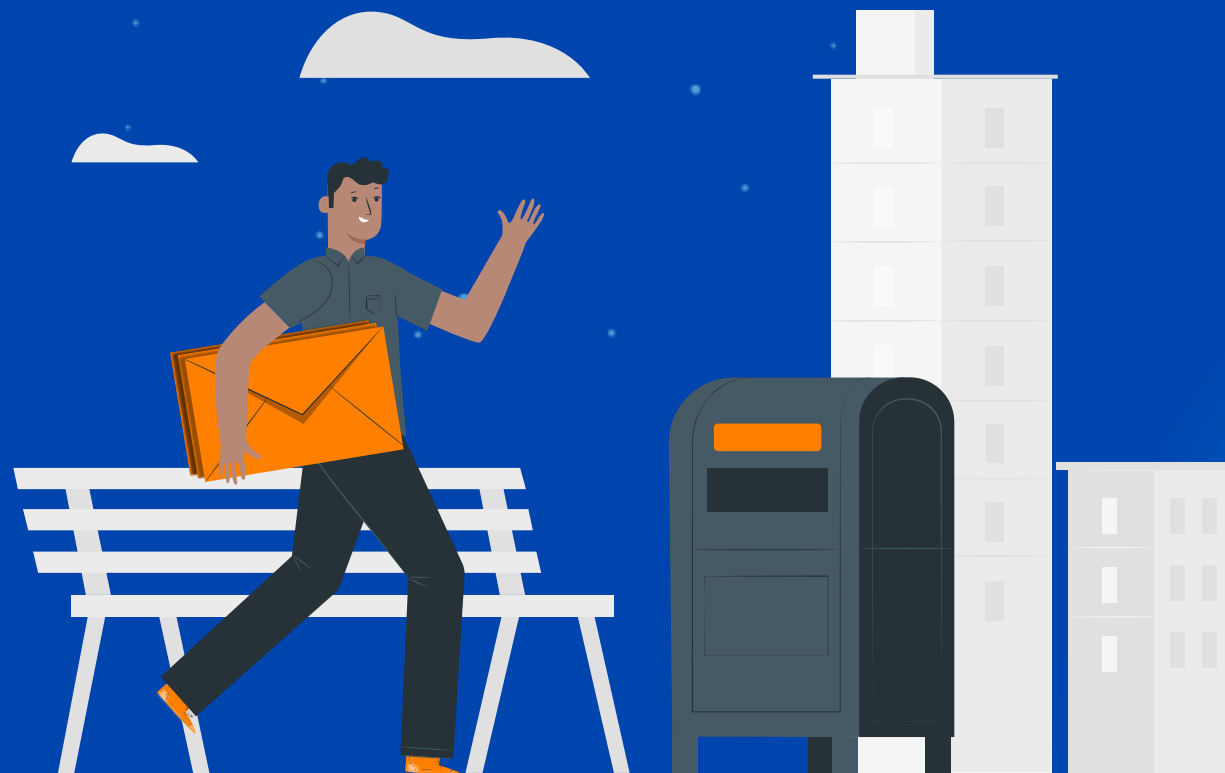
MULTIPLE THEMES TO CHOOSE FROM

Our **next.commerce** technology accelerator is built on top of Salesforce Commerce Cloud's headless commerce architecture and includes unlimited commerce themes for you to customize your customer-facing store to suit your brand perfectly.

next.
commerce

THANKYOU!

Schedule a Live Demo:
contact@osf.digital



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