



UNPRECEDENTED FREEDOM AND CONTROL OVER BUYING EXPERIENCES

HEADLESS COMMERCE: 9 WAYS API-BASED ECOMMERCE CAN HELP DRIVE SALES



SUMMARY

Why is headless commerce creating such a buzz? Headless commerce disengages the front-end experience layer (web storefront, mobile app, chatbot and in-store kiosk) from the core commerce platform (product management and merchandising, pricing and promotions, cart and order management, payment, and more). This decoupling gives retailers unprecedented freedom to design captivating shopping experiences without disrupting core commerce functions. As a result, retailers gain innovative ways to drive sales, especially merchants with multiple brands and complex use cases.

HOW CAN WE WOW OUR CUSTOMERS WHEN OUR HANDS ARE TIED?

If you're a retailer striving to create amazing customer experiences, your freedom to innovate may be shackled by your monolithic ecommerce platform.

Even if you have marketing and creative teams bubbling over with ideas for meeting shoppers' needs, the new customer experiences you want to design may be restricted by the following:



The predefined experiences available on the platform



The time it takes to customize and test new experiences



Inability to integrate with other key platforms

With headless commerce, all these constraints disappear.

By decoupling the front-end experience from the core commerce platform (product management and merchandising, pricing and promotions, cart and order management, payment, and more), you gain unprecedented freedom and control over the buying experience.

In these fast-changing retail times, this freedom offers retailers many advantages that will help drive sales and maintain your edge on the competition.

[Here are 9 ways your brand can profit from headless commerce today.](#)

01 / DELIVER A UNIFIED CUSTOMER EXPERIENCE ON ANY DEVICE OR CHANNEL



When shoppers start their purchase on a desktop at home, then finish it on their phone in the subway, they expect a consistent, seamless experience.

Headless architecture empowers retailers to deliver that unified experience at every point of contact via one platform that centralizes all client information and provides a comprehensive API layer that enables developers to weave commerce into any customer experience.

For example, an in-store associate, notified that a shopper has an item in their online cart that hasn't been checked out, could potentially offer the shopper help that would nudge the transaction forward.

02/ EMPOWER YOUR CREATIVE TEAM TO INNOVATE AT ALL TOUCHPOINTS AND SAVE TIME AND MONEY



Headless architecture frees your team to do two things:

i) Keep your great content evolving to meet shoppers' needs

Regardless of the CMS you're using, you can modify your content freely without worrying about disrupting the back end of your ecommerce functionality.

ii) Develop new experiences in code that's familiar

Your team feels at home in your front-end code. As a result, you can easily change it or find the resources to do so without reaching out to specialized IT people who can test the new content's fit with the back end. That freedom improves your productivity and saves you development costs.

03 / DRIVE A PERSONALIZED CUSTOMER EXPERIENCE



We all prefer to shop in places where people know who we are and what we like. Online, it's no different. Shoppers have come to expect a personalized customer experience. With headless commerce, you can deliver it.

Because a headless commerce platform makes all customer shopping data easily accessible (like purchase history), there are no silos of information. Your team can personalize purchase recommendations, promotions, and browsing options for a specific channel in order to produce more relevant offers that maximize conversions.

For example, an ecommerce shopper with a history of buying diapers and baby shampoo could receive an in-store promotion on her phone for a baby carrier.



SUCCESS STORY: GET INSPIRED BY IGA'S HEADLESS COMMERCE PLATFORM IN THE CLOUD

Challenge

IGA, Canada's largest group of independent grocers (285 retailers), was using a functionally limited online transaction platform entirely separate from the corporate website. This setup constrained IGA's options for cross-merchandising and a wide product range. Furthermore, shoppers could not pay online.

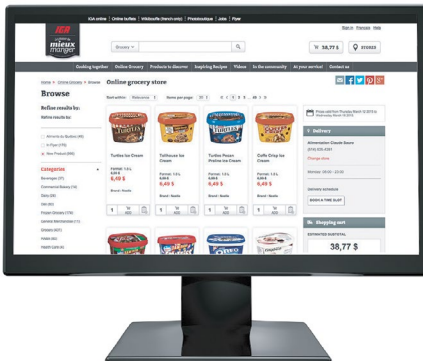
Solution

To modernize their national online ecommerce model, IGA's parent company (Sobeys Inc.) chose the innovative Orckestra Commerce Cloud platform, which offered IGA fully independent and customizable front-end components.

Results

With customer, order, and marketing engines completely integrated with Sobeys' product catalogs, IGA customers benefited from a more personal and convenient online shopping experience, with access to their favourite store's local assortments, prices, and promotions.

IGA profited from improved operational efficiency, enabling faster and accurate order picking and more informed customer interactions for the best possible personal service.



Learn more about IGA's unified ecommerce foundation in the Orckestra Commerce Cloud, powered by Orckestra's API-first platform.

[Download the case study](#)

04/ ACCELERATE YOUR REACTION TIME AND GO TO MARKET FASTER



When you're a forward-thinking retailer, you want to try out new variations on your customer experiences in order to meet or surpass fast-changing shopper expectations.

But you can't be free to innovate when experimental pilot projects could potentially put your IT team through the wringer or compromise your back-end functions.

The enormous benefit of headless architecture is that it liberates your front-end team to keep your customer experience evolving without needing to worry about the back-end platform.

05 / EXPAND INTO NEW TERRITORIES/MARKETS MORE EASILY



Sometimes, meeting your goals means setting up an ecommerce platform in a new territory or market. Working with a headless platform, your team can develop the online experience very quickly and connect new channels and touchpoints soon afterwards.

With this freedom and ease to launch your storefront, you could potentially have several regional storefronts with their own product offerings and customer experiences all running on one commerce platform.

For example, if you're running several brands with different product offerings in different regions, but you want to leverage the same commerce capabilities and business processes in a cost-effective way, you can do so and have it all running on a single unified commerce platform.

06 / SUPPORT ALL OMNICHANNEL FULFILLMENT REQUIREMENTS



In an omnichannel world convenience is key, you need to enable “buy-anywhere fulfill-anywhere” experiences for your customers. While many order management system providers claim to solve this problem for you, they only solve the part of the problem related to managing and orchestrating the order itself. There is still the work related to the customer experience and the integration required between different systems to get the business process just right. An API-based commerce platform with flexible workflow capabilities can more easily help you make your entire network of inventory accessible across all sales channels, while also helping you build a consistent consumer experience across all omnichannel fulfillment options.



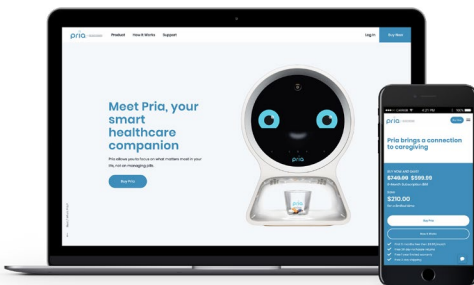
SUCCESS STORY: POWERING THE ONLINE EXPERIENCE FOR PRIA, THE NEW PERSONAL MEDICATION ASSISTANT FROM BLACK+DECKER™

Challenge

Pria by BLACK+DECKER is the first commercial Stanley Healthcare product from BLACK+DECKER that provides innovative solutions to help maintain independence of individuals who are aging at home. The company needed a flexible solution that would integrate with their existing infrastructure, enable cuttingedge omnichannel commerce capabilities for Pria users, and support the processing of subscription revenue at scale.

Results

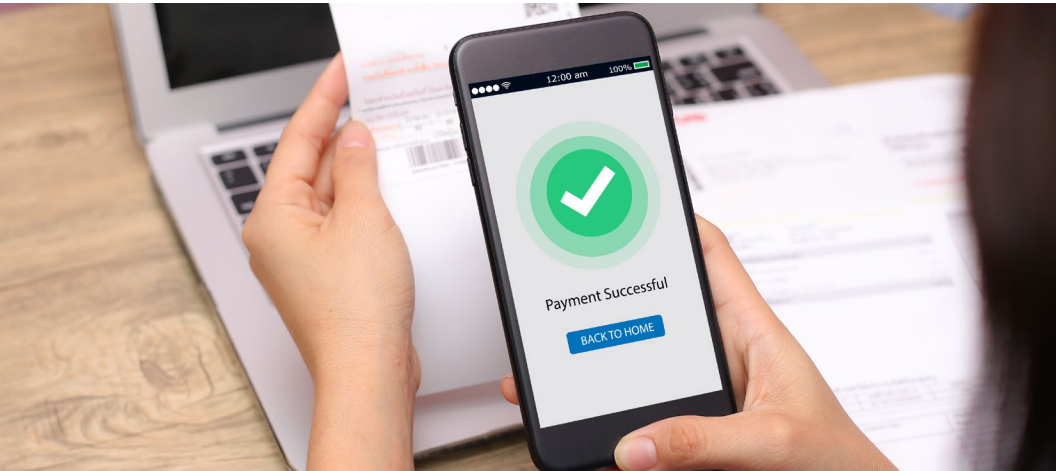
Orchestra delivered a tailored solution to meet BLACK+DECKER's particular needs and exceed the company's expectations of what an omnichannel commerce platform can do. Orchestra Digital Commerce Experience Management (DCXM) technology was deployed to power the user experience on the front end. Our API-first Commerce Orchestration™ Platform was seamlessly integrated with BLACK+DECKER's existing systems on the back end to ensure simplicity of use and business continuity.



Learn more about Pria's cutting-edge omnichannel commerce capabilities and subscription-based offering.

[Download the case study](#)

07 / ENABLE TRANSACTIONS ANYWHERE



Think of all the times you wished you could monetize a customer experience but couldn't because your platform constrained you. With headless commerce, that constraint is gone.

For example, your customer could be on Instagram or immersed in an application, and you could monetize the moment without having them leave the experience.

With the right headless platform, you can create the revenue streams you've been dreaming of on any app, social channel, or device, and you can oversee all these transaction points from one location.

08 / REDUCE RE-PLATFORMING COSTS



Make changes to your architecture, add new applications or replace existing ones without having to re-platform and rebuild your entire commerce ecosystem. You can kickstart your headless commerce transition by first taking on an initial problem or use case, such as enabling a new store fulfillment capability or building a new mobile shopping app. Then once you have the platform in place delivering successfully on the first use case, you can extend your investment to deliver other priorities on your roadmap.

Deliver with speed and agility

By reducing the cost and complexity of re-platforming you deliver on your roadmap priorities faster with less risk, since you can implement one use case at a time and extend it based on your evolving requirements.

09 / PREPARE FOR THE FUTURE, WHATEVER IT MAY BE



There is no crystal ball that will tell you what innovations and disruptions the future holds. But with the right commerce environment, you can give yourself the flexibility and power to innovate and adapt to whatever lies ahead.

That's great news for your peace of mind, sales, and bottom line.

A PLATFORM TO HELP YOU WOW YOUR SHOPPERS

Creating amazing customer experiences is key for sustainable growth. The right headless platform can give you unprecedented freedom to create such experiences. It can also empower you to attain your sales goals in innovative and cost-efficient ways.

Curious about how your brand can benefit from a headless commerce strategy? Contact us to learn more about our Commerce Orchestration™ Platform and how it enables you to reap the benefits of headless commerce without all the risks and complexities of a full re-platforming project. Our API-based platform allows you to interface with your existing technology stack so you can get started fast.

For any guidance in taking the first steps to building your headless commerce strategy, don't hesitate to contact our experts.

[How can we help you adapt to modern retail?](#)

[Contact us today! >](#)

ABOUT ORCKESTRA

Orchestra is a leading provider of modern commerce solutions, offering a single commerce platform to create and manage the most engaging shopping experiences across the web, on mobile, and in-store.

Built on the Microsoft Azure open cloud, our platform establishes a unique central commerce layer that unifies all retail systems and customer touchpoints. It helps enterprise organizations grow their business successfully in the global marketplace.

We fuel digital innovation for leading retailers, grocers, and brands, enabling them to deliver differentiated commerce experiences faster with lower IT burden and operating costs and maximum revenue growth.

CANADA

1111, St-Charles Street West,
East Tower Suite 255
Longueuil (QC) J4K 5G4
Toll-Free: 1-877-398-0999

UKRAINE

Coworking Platforma Leonardo,
17/52 Bogdana Khmel'nitskogo
Street, Kyiv, Ukraine, 01030

DENMARK

Adelgade 12 (1st Floor)
1304 Copenhagen

ORCKESTRA.COM

