Headless Commerce 2.0

Solution concept
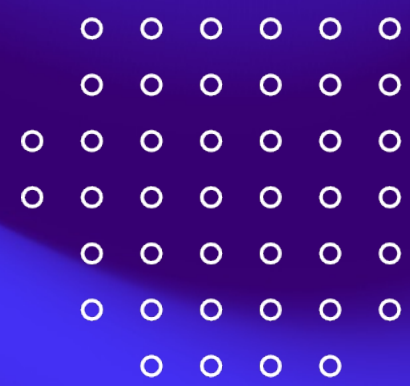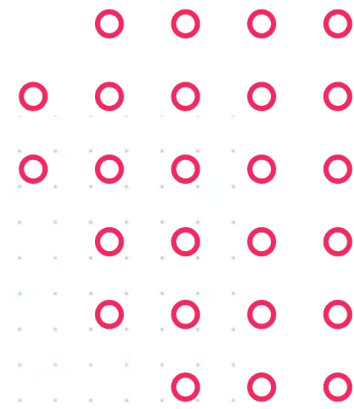
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Think. Make. **Go.**

Why headless commerce 2.0?

Headless Commerce 2.0 is a way of building **digital channels** that promote **agile development** on the business side (thanks to separated frontend and reusable components) keeping IT teams responsible for **critical standardized APIs**.

This approach provides tremendous **flexibility** and speed for business development – business teams can **scale** development of new value functions accordingly to the needs. At the same time, core and critical infrastructure as well as non functional aspects of digital channels such as **performance**, **security** and **availability** is handled by IT teams.

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Headless commerce.

This is an approach in which digital channels are built using separated frontend and backend components, which results in lower cost and shorter time to market.

Components & Functionalities.

The starting point is Component Design, i.e. designing user interaction based on a group of standardized and reusable components.

The Business Owner can use and configure each of the components, whether on websites or in applications. **It is not necessary to use IT resources each time for this purpose.**

A separate and stable frontend.

Thanks to the API connection, there is much freedom in modifying the frontend, regardless of which backend system is chosen.

The Business Owner can cooperate with agency/UX teams/frontend team to improve or modify any website or application. **It is not necessary to use IT resources each time for this purpose.**

Independent and open to changes backend.

Communication with the backend takes place through a dedicated and secured API Gateway. The API also mediates the connection to the frontend.

Future decisions regarding architecture, commerce engines, CMS systems and migration of older systems do not have a large impact on the frontend environment.

Flexible and fast implementation.

A separate frontend layer with PWA/SPA technology and support for microservices gives the potential and **possibility to dynamically modify the UX/UI**.
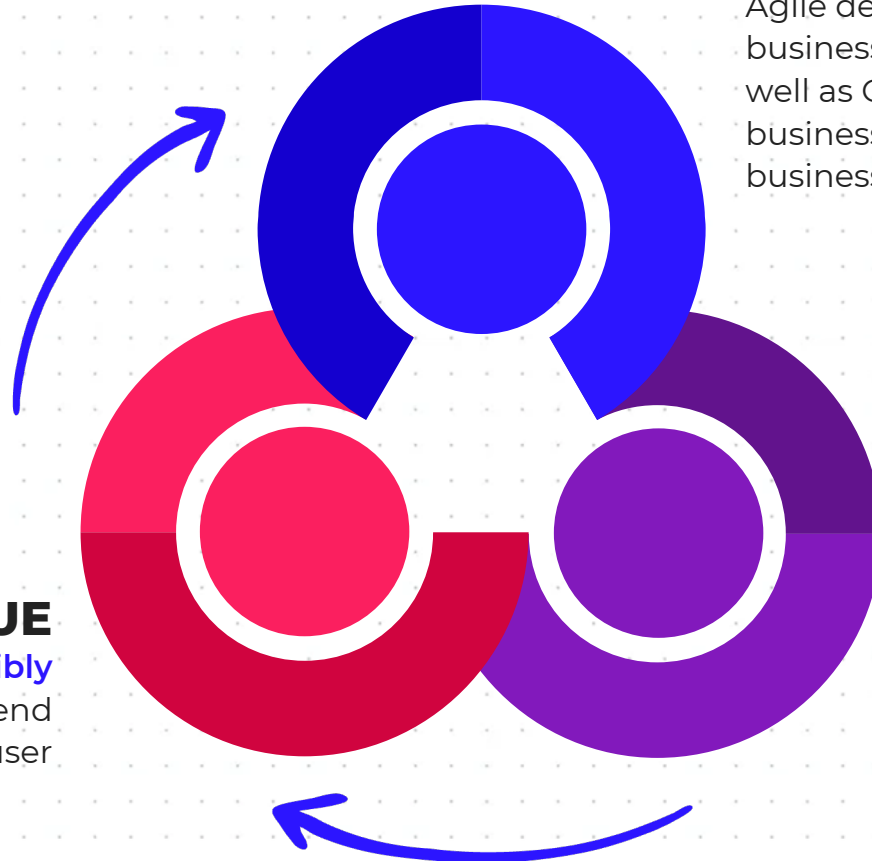
Business content is configured separately from the frontend and domain systems through the CMS application. You can easily modify the SPA application code, as well as edit the content used and consumed by the SPA.

Agile On Steroids.

We want to be like **Spotify!**
Tribes, Chapters & Guilds ....

Do you **really believe** this is a way to go for your organization?

BUSINESS AGILE DEVELOPMENT

Agile development teams are **ingrained** within business domain. All headless interaction points as well as CMS are fully managed and developed on business side. Team is **cross functional** including business and IT people.
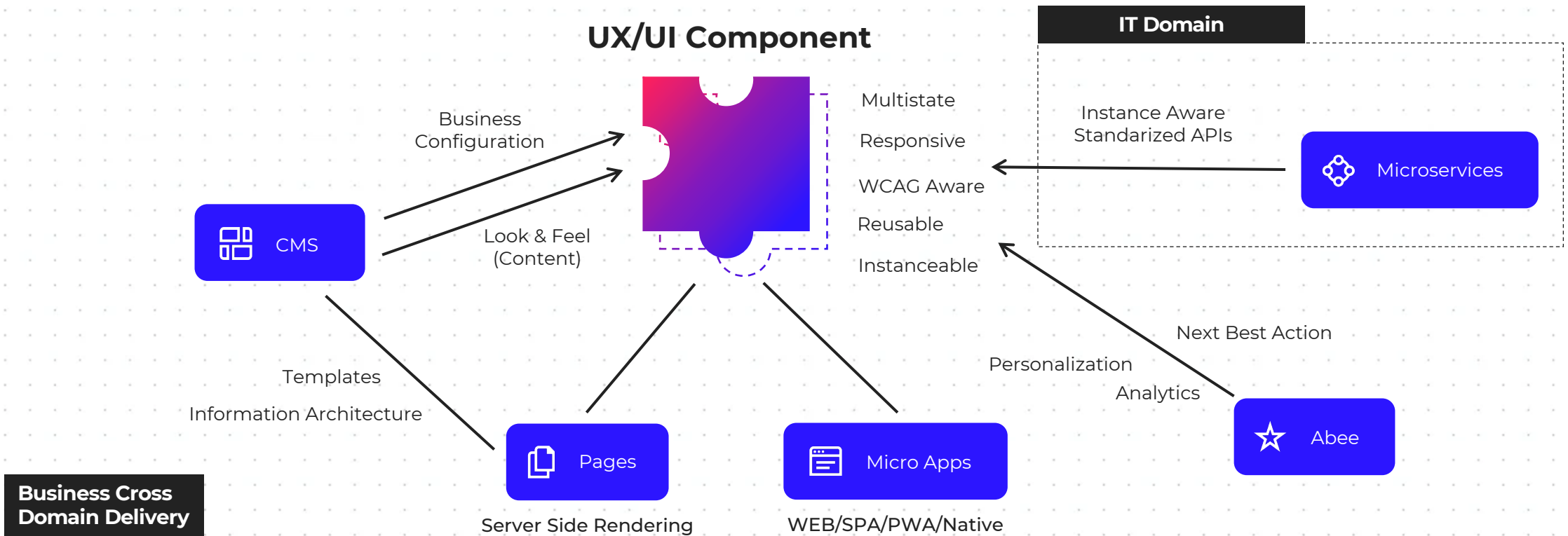
STANDARIZED CORE CAPABILITIES (API)

When business function requires new API capabilities then new item is added in the IT development domain.

IT agile teams deliver new **standarized** API capabilities for business agile development.

BUSINESS VALUE
is **dynamically and flexibly** created for the end customer/user

UX & Component first.

Headless Commerce 2.0 starts at the helm of the design team.
It's component driven and component oriented.
And what is more, it's led by the business owner.

UX/UI Component

IT Domain

Business Configuration

Look & Feel (Content)

Multistate

Responsive

WCAG Aware

Reusable

Instanceable

Instance Aware Standarized APIs

Microservices

CMS

Templates
Information Architecture

Next Best Action

Personalization

Analytics

Pages

Micro Apps

Abee

Business Cross Domain Delivery

Server Side Rendering

WEB/SPA/PWA/Native

Headless commerce.

Separation of interfaces.

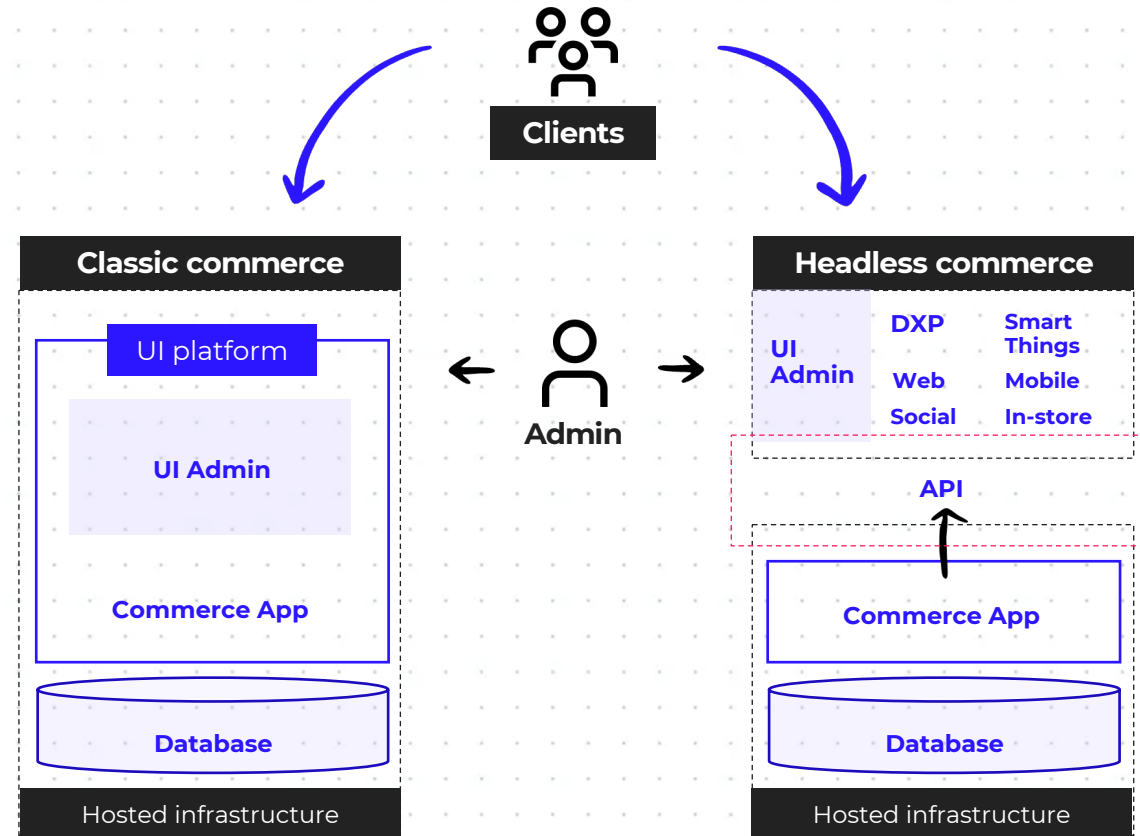Flexibility in the area of building interfaces is the answer to business needs.

Agile Approach.

The applications are microservices, they ensure high scalability as well as agility and flexibility of development.
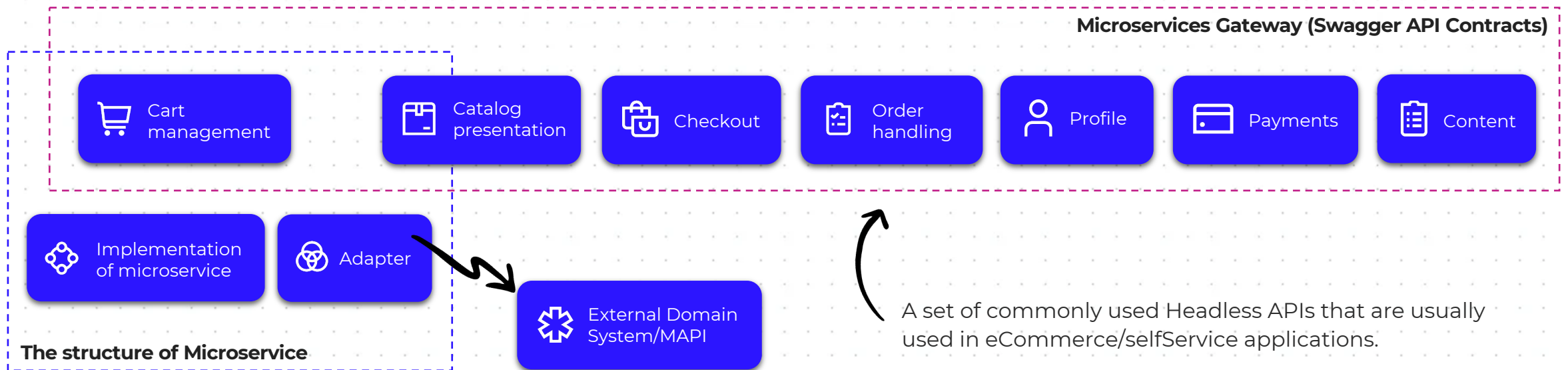
Business creation.

The openness of architecture enables greater creativity and shorter time-to-market for business. Many changes do not require costly implementations.

Clients

Admin

Classic commerce

UI platform

UI Admin

Commerce App

Database

Hosted infrastructure

Headless commerce

UI Admin	DXP	Smart Things
	Web	Mobile
	Social	In-store

API

Commerce App

Database

Hosted infrastructure

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Microservices.

Plugin solution for Headless Commerce.

+ We recommend consistent separation of the digital frontend layer from the basic domain systems. As a result, an API set will be prepared in a way that it will be able to connect to existing backend providers or use/create new microservices.

+ The approach is independent of the chosen backend technology. The frontend layer will be easy to integrate with each of the platforms.

+ It is also possible to replace those older functionalities that require a long-term approach with dedicated microservices.

Microservices Gateway (Swagger API Contracts)

| Cart management | Catalog presentation | Checkout | Order handling | Profile | Payments | Content |

| Implementation of microservice | Adapter | External Domain System/MAPI |

The structure of Microservice

A set of commonly used Headless APIs that are usually used in eCommerce/selfService applications.

CMS Bloomreach.

Open Source solution for big organisations.

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2 out of 4 **of the largest Polish telecommunications operators use CMS Bloomreach implemented by Execon.**

Pros of the App

- Bloomreach - Open Source - low cost of entry and upgrades.
- Support for the Design System construction.
- Scalable support for high traffic.
- Development of the platform enabling a simple upgrade to a higher version.
- Sharing content between portals/domains.
- Support for integration with Abee TST/Abee Event Collector.

Execon – cooperation model

- The EXECON team works in the **Managed Services** model, implementing the CMS and supporting its development.
- Implementations every 2 weeks (SCRUM/AGILE).
- RollingUpdate - a strategy thanks to which the application is available all the time during the ongoing deployment.
- Maintenance with SLA 24/7/365 (conditions to be determined).

Why bloomreach?
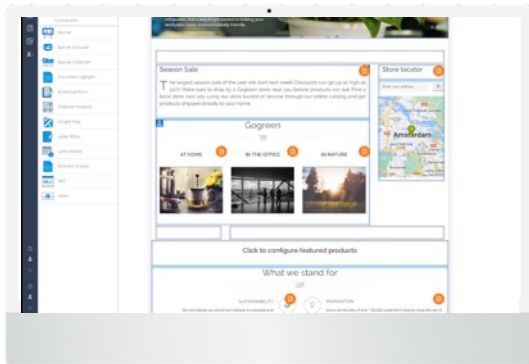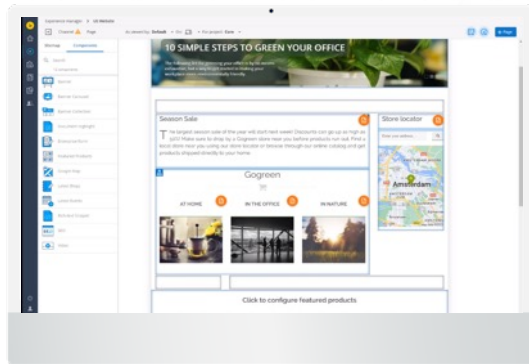
Application flexibility

The developer has **unlimited ability to create and configure components** and elements that meet business needs.

Profiled content

The CMS allows you to define the so-called information areas thanks to which you can **personalize content and recipient groups** (e.g. for individual or business customers).

Usage comfort

The web publisher can set the page from **ready-made** drag&drop components. There is a standard set of elements and the possibility to predefine your own elements.

Settings automation

Thanks to the defined image sizes, after placing them in the application, they are **automatically scaled and adjusted** to the chosen size. Additionally, you can set validation to the file format.

Permissions and roles

By default, the application provides **the basic scope of permissions, which can be extended** depending on business needs. Thanks to this, published content can be accepted by superior roles such as Administrator or Editor.

Verified publication

The CMS enables **a full preview** of the website and changes before it is published.

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I have had the opportunity to cooperate with Execon since April 2020, when I took over a project aimed at building an application based on the Design System and creating content on the new play.pl portal

Our cooperation is based on a high degree of commitment and open relations, which result in a high-quality product, delivered in accordance with the assumptions of agile project management methodologies. The development of the application based on the Bloomreach CMS solution allowed for great flexibility in terms of content management, as well as significantly accelerated the content migration process.

Hubert Ciechomski

Head of the Portal
Implementation Team P4 Sp. z o.o.

Design System.

What it is and why it might be needed.

Design System elements.

Library.

The Design System library is a place for common design patterns, such as **colors, text styles, assets** (e.g. multimedia files such as graphics, documents, gifs, etc.) **and components that enable teams to create** mockups and prototypes of consistent quality and appearance while saving time while maintaining consistency with the project brand.

Thanks to DS libraries, you can also create a fully documented Design System.

All of the elements used in the theory of DS libraries is an **easy-to-understand nomenclature system** that relates the size and complexity classification of elements to basic names from chemistry or molecular physics.

Atoms · Molecules · Organisms · Templates · Pages
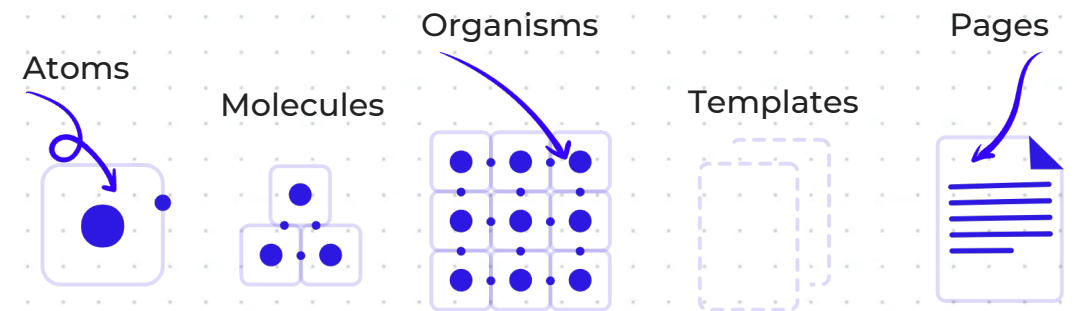
Atoms in the interface design are the most basic elements, such as buttons or labels. Then, combining atoms into more complex groups creates **molecules**, and these combined, take the form of an **organism**; in other words, combined elements forming **templates** create **pages** maintaining properly configured layout rules.

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Design System elements.

Usage guidelines.

Each component is characterized by a category to which style guides are assigned. It contains broadly understood guidelines for the use of components in specific conditions or in various states of interaction.

Components used in the ecosystem of mobile devices may require different rules of interaction than the same components reserved for desktop resolution.

Typografia

Bold
Medium
Regular
Italic

Aa

Document
Layout

Komponent
'simple list'
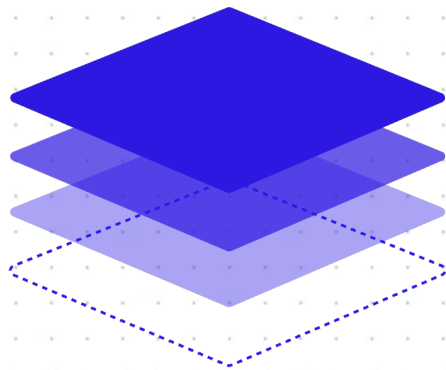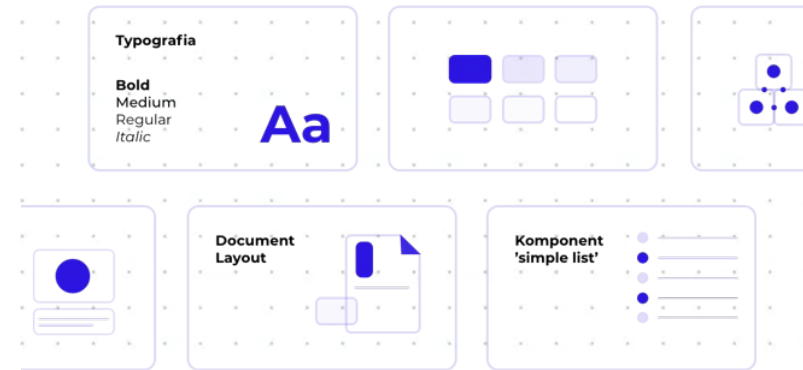
Components.

These are elements that **can be used many times on the website or in the application**, regardless of the type and structure of information.

As a result, they must be standardised enough to be free of complex business logic. If a component contains some complex logic, it is not only difficult to reuse it, but also becomes more difficult to maintain.

Pros of the solution.

Elements coherency.

Thanks to Design Systems, developers are able to implement **a consistent user interface in a much easier way**. They can think of a specific page as a set of components which consistency is supervised by UX Designers.

Speed of process.

A faster design process allowing implementation based on the developed library of the User interface components. **There is no need to build new functionalities from scratch**.

Smoother collaboration.

Design System allows the team to speak in the same naming convention. It allows for **better communication with the developers** - it is the only source of truth about the components.

Managed Services.

Recommended model of cooperation when using CMS.

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Pros of Managed Services.

We recommend a model of cooperation based on the tasks performance in the CMS area by a dedicated Execon team.

Continuity.

Setting-up of **a dedicated Team for projects** (knowledge and competence transfer planned over time) - ensuring business continuity by guaranteeing constant Project Team's work. Retaining knowledge and experience in the specifics of design work.

Security.

Dedicated team to handle maintenance projects. There are **all necessary areas covered in one team**: web analysis, UX / UI, business and system analysts, FE + BE developers, QA testers, Project Managers / Scrum Masters, DevOps / IT Admin.

Stability.

Priority on keeping experienced specialists at the client's.
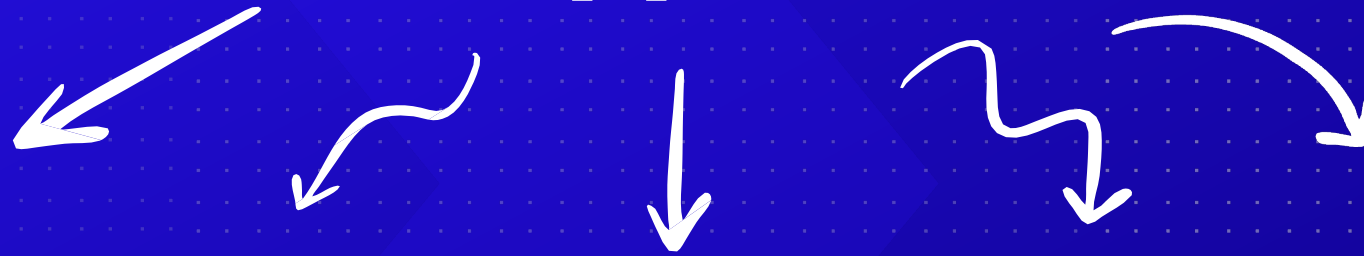
Scalability.

Ability to increase capacity and to create new Teams. Joining of new specialists if needed.

Trust the professionals and feel safe about your business

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Who & how do we support?

T-Mobile.

Quick Wins in the e-Commerce area.

AVON.

Engraving – implementation of personal perfume engraving service.

BNP Paribas Faktoring.

A system for factoring requests processing.

PLAY.

Implementation of the new e-commerce portal: Play.pl.

T-Mobile.

Comprehensive implementation of a new sales channel.

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About us.

Learn more about Execon.

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Execon.

Business driven by technology

For over a decade, we have been implementing **revolutionary technological changes** in the telco, e-commerce, banking and energy industries.

We drive the growth of our clients' business by building new consumer experiences, providing users with the convenience of using digital websites, and increasing consumer engagement and loyalty.

We bring four main values to cooperation with the client:

Co-creation

Solutions in which the client was involved have proven in practice to be more effective and profitable for their business. Therefore, **we build the digital future of the company together with the client from day one**.

Transparency

We ensure **full transparency at every stage of cooperation**. We present the results of the conducted research and analysis as well as proposed solutions, we discuss the budgets and timeline of the project, and the client makes a decision.

Partnership

Consistently **implementing jointly developed strategic goals of the client's business**, we build cooperation on the basis of long-term partnership - as our experience shows, brings the best results.

Relationship with the consumer

We offer **IT solutions necessary to organize the digital space**, which will strengthen our client's relationship with the consumer click by click and build their loyalty and commitment.

120+
specialists
in **3 offices** in Poland

800+
Projects completed

10+ years
Of experience
in Poland and abroad

XXXX+
Clients from various industries
in constant cooperation

Knowledge

We advise on digital transformation: optimizing risks, reducing costs, shortening the time-to-market of digital solutions, and increasing the competitive advantage of our clients on the market.

Products

We offer **proprietary technological solutions** that drive the omnidirectional development of companies. We develop and create systems, tools and applications that enable the implementation of key initiatives of our clients.

Services

We provide **services that ensure an increase in conversions and sales**, supporting customer service and the decision-making processes. We conduct marketing tests and further - implement optimal solutions.

We use open source solutions and technologies from the leading suppliers**.**

chmura krajowa

SAS

ORACLE

aws

Microsoft Azure

Microsoft

Google Cloud

IBM

We implement previously designed solutions and ensure the continuity of system operation throughout the entire process of implementation, stabilization and maintenance.

We are aware that the systems are constantly evolving and follow the development of the company processes and its business needs.

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