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Why the Future is Headless

The Future is Headless

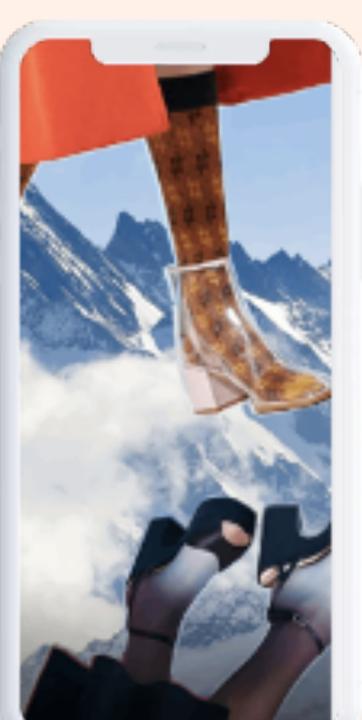The avant-garde of retailers today are already using a technology that in the future will become standard; namely, **a headless commerce and mobile-first approach.**

As flexibility and short time-to-market became top priorities and the focus shifted from a feature-driven to a service-driven digital architecture, "API economy" and the Cloud have gained immensely in importance.

The trend is clearly moving from all-in-one, full-stack platforms to a **modular proposition that brings with it a greater versatility and faster load times**.

The complexity of monolithic platforms and frameworks require far too much effort and expense to maintain, giving rise to the need for a solution.

The solution is a headless API, which gives companies greater scalability without the performance issues inherent to its monolithic counterparts.

Order Management

Other Backend Services

Stock Management

CMS

Why the Future is Headless

Headless commerce, which is the separation of the UI (frontend) from the application logic (backend), is quickly proliferating due to its wide array of advantages. A headless commerce app is a set of backend services, such as CMS, order management, and stock management, with a single, lean frontend application, which integrates all the features and services into one coherent user interface.

Through a headless approach, retailers are able to reuse content independent of the channel, saving time.

With a headless approach, one can even scale the frontend and the backend separately, which is especially helpful when one wants to expand one's business quickly. Different teams can work on the front- and backends, allowing different skills and technology stacks to be utilized. An additional reason for why headless is the way of the future is that **you can decide what to update and what new modules to build whenever you want** and with a headless platform, **your webshop is always using the newest version.**
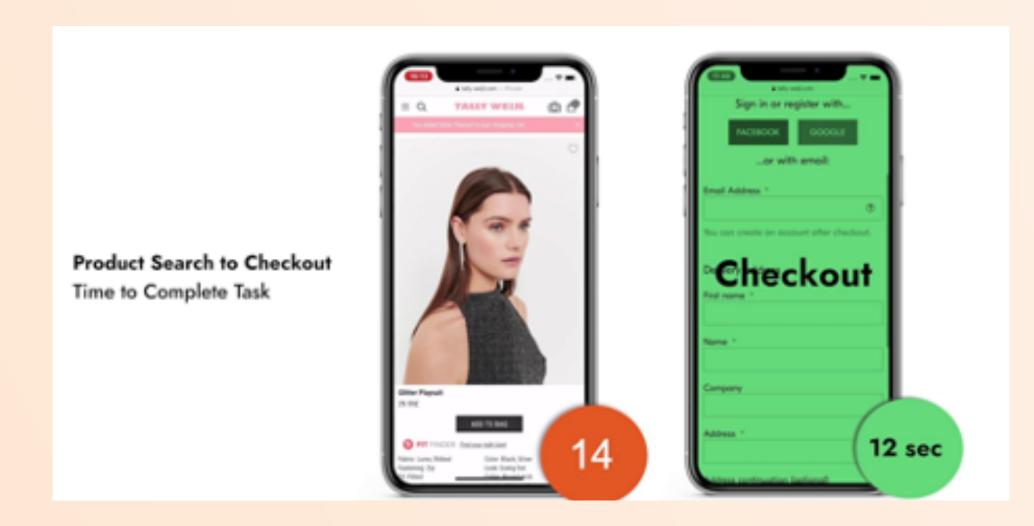
Upgrading for the Future

Of course, as with almost every technological change, with the gained advantages come also challenges.

Retailers who decide to use a headless approach need to have highly skilled UI experts, who will be responsible for building the interface. And because merchants with headless approaches maintain so much more independence and control over their website, they are also responsible for the hardware, meaning they may need to upgrade their hardware and do maintenance of the network.

Yet headless allows for more customization, flexibility and easy integrations with other tools.

The good news:
if you would like
to build a Headless
ecommerce system,
most of the
building blocks are
already out there.

Product Search to Checkout
Time to Complete Task

14

Checkout

12 sec