FRONT·COMMERCE

A GUIDE

How to adopt Composable Commerce in 16 weeks

Unlock Composable Commerce with your frontend

Composable commerce is made possible by headless technology. Headless commerce is a technology focused on the separation of front-end and back-end, while composable commerce is a practice focused on system modularity and flexibility. Both approaches aim to facilitate the creation and management of e-commerce systems, and can be combined. In both cases, front-end and back-end are decoupled, and by implementing a headless front-end over the top of your current architecture, it's possible to progressively adopt a composable architecture, and in as little as 16 weeks.

> " **Commerce is evolving at breakneck speed. Every device becomes a new sales channel. It's more important than ever to have a maintainable solution that evolves over time, both in technical terms and in terms of use.**
>
> **Laurent Lacaze, CEO -** Front-Commerce

What would be the advantage of opting for a headless architecture upstream of composable?

Moving to a headless architecture first enables us to better control risks and costs, and to isolate performance results in specific areas of the business.

A front-end independent of the back-end has many advantages. The ability to use the front-end technology of one's choice is beneficial for a composable system. This enables a brand to create a more personalized and user-friendly experience for its customers, and can also facilitate the integration of new sales channels and functionalities.

Here are just 5 of the advantages of starting with your frontend

• Reduced development costs
• Enhanced security
• Improved web performance
• Faster time-to-market
• Improved scalability

An example of e-commerce architecture with a headless frontend
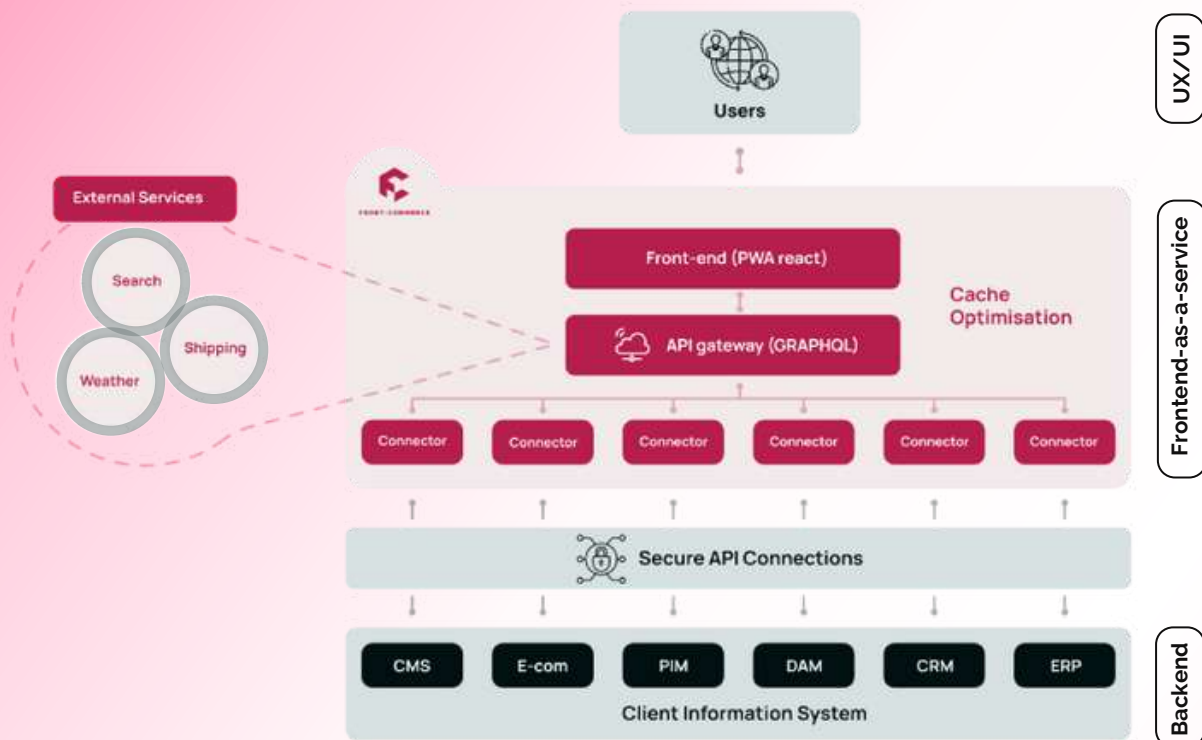
"We see brands initially planning a replatform of their entire e-commerce stack - which represents a big investment in terms of time and cost.

We encourage them to take a first step in this direction by changing the frontend of their monolith and implementing Front-Commerce in front of it. **This takes around 4 months instead of 12 to 20 months.**

User experience and scalability are improved immediately, with an abstraction layer that allows iterative changes later in a composable approach." - Pierre Martin, CTO & Founder, Front-Commerce

Key benefits of implementing FEaaS (headless frontend) when transitioning to composable commerce

1. Faster, more cost-effective time-to-market
2. Select the best front-end solution for you
3. Scalability and flexibility allow you to adopt composable commerce with peace of mind
4. Improved site speed
5. Better lifecycle - the solution is updated and maintained for its lifetime
6. Improved productivity and developer benefits

There are clear advantages to starting with the front-end when adopting a composable composable approach, but how does composable commerce work?

Big Bang or Progressive Migration?

A redesign is a time-consuming and costly process. The good news is that it's no longer necessary to carry out a complete platform overhaul. By only changing your front-end before changing your back-end, you can bring a lot of value to your business.

This new, modern approach is fast and transparent. By avoiding starting from scratch, your developers can evolve your platform without disrupting the whole system.

By removing the front-end from your existing platform and connecting it to a front-end-as-a-service, you can go headless in 4 months. And you can continue to migrate gradually to a composable architecture afterwards.

Development in phases

Progressive migration enables e-tailers to adapt to their environment and customer demands in a gradual, or phased, manner. Teams will manage micro-projects lasting 3 to 5 months, whereas they are used to large-scale projects lasting 18 to 24 months every three to five years. A positive change made possible by new technologies and more sustainable modular architectures.

A direct migration to a new backend implies a complete overhaul: long, costly and risky. Choosing to migrate gradually, in two or more phases, makes it possible to isolate risks, particularly around important periods for the merchant, and to measure the impact of each change more easily, as illustrated in the diagram on the following page.

Build a modern e-commerce plateform
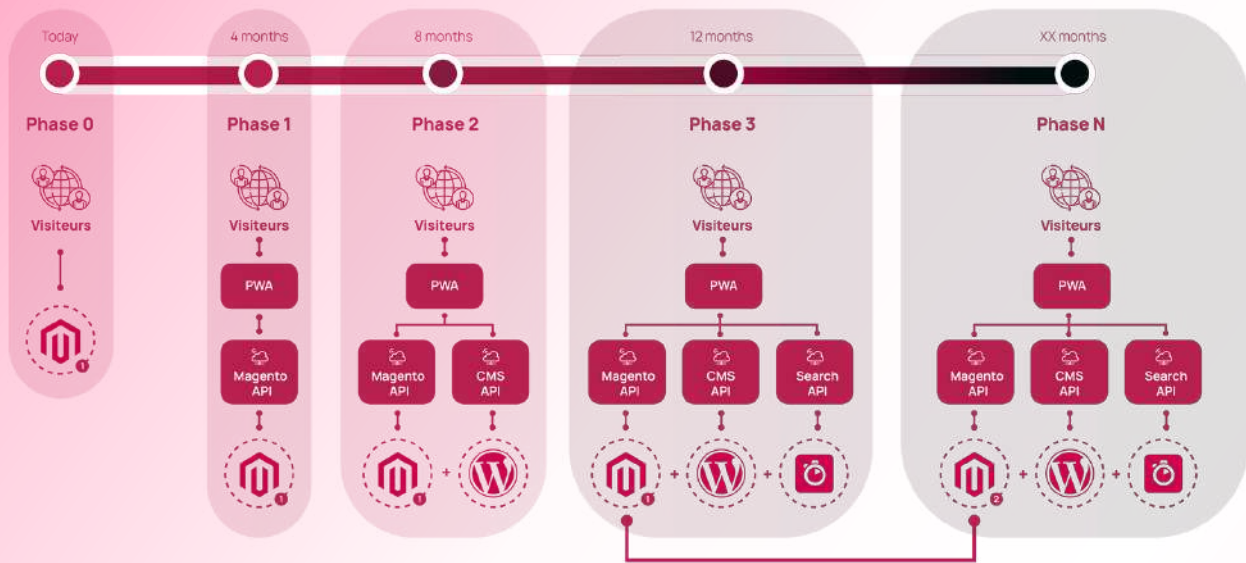
Phase 1: Decoupling the existing frontend and backend

- Une fois découplés, le storefront peut évoluer vers un nouveau standard avec un front-end PWA, en gardant le back-end existant intact.
- A company can move to a headless architecture in 4 months.
- The benefits will already be visible at the end of this period.

Phase 2: Adding a headless CMS

- Your original backend will remain intact.
- The marketing team can create new content without the intervention of a developer.
- The new content will be displayed seamlessly on all devices via the PWA frontend that was put into production in the first phase.

Phase 3: Adding micro-services

- Some pre-existing functions don't meet your customers' requirements.
- By adding a search service, for example, you open up your store to much more advanced functionality.

Phase 4: Upgrade your backend

- With APIs and connectors in place, you can move on to a new backend, while retaining the evolutions of the previous phases.
- You can move from Magento 1 or Magento 2 to BigCommerce with peace of mind.

Building a modern e-commerce platform: front-end first

Front-end-first development prioritizes the development of the user interface and user experience. By focusing on the UI first, developers can quickly iterate and make changes based on user interaction and feedback, resulting in a better UX and increased business growth.

> **Rapid deployment of new functionalities is the key to growth. Implementing a platform composed of modular elements enables this this flexibility. A company can choose the services it needs, rather than being tied to a packaged platform. The future of e-commerce is composable.**

Pierre Martin, CTO - Front-Commerce

Progressively replacing your obsolete e-commerce platform while growing your business to best meet your customers' needs is a win-win situation. Front-Commerce allows you to move to a headless architecture without difficulty or mess, while being guided to adhere to current best practices. Implementing a different backend becomes easier when it's strategically planned in an isolated development phase.

Composable Commerce: The Report

Learn More

The bit where we toot our own horn

Front-Commerce is the only digital storefront that improves the customer, merchant & developer experience, at the same time.

An ultra-fast front-end based on PWA & MACH standards, we help brands evolve their current e-commerce platform to a headless commerce approach by integrating the back-end of their choice with Front-Commerce's best of breed technical stack based on React, NodeJS & GraphQL.

Front-Commerce does the decoupling of the frontend and backend for its clients to provide a state of the art front-end experience and a headless commerce architecture. Our solution is compatible with most backends, allowing us to integrate easily into your systems. You can stay in touch with your customers and we keep all technical considerations up to date.

Get the fact sheet

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contact@front-commerce.com

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Some of the brands powered by Front-Commerce

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THUASNE   eden botanicals   ROBERTET   CHAÎNE THERMALE DU SOLEIL   PetDistrib