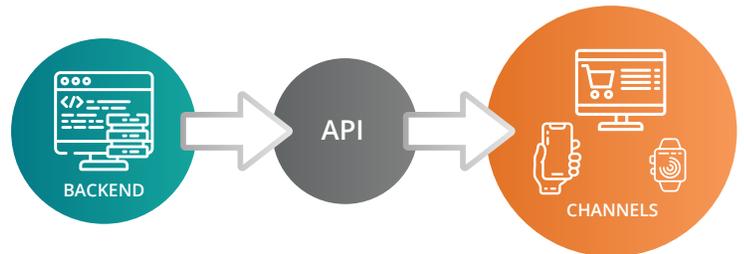


# WEBSCALE - YOUR PARTNER FOR HEADLESS AND PWA

## WHY HEADLESS?

Until recently, the majority of ecommerce platforms were built to deliver consistent user experiences across a fairly limited number of devices, mostly desktop or laptop computers, and some mobile (smartphones, tablets). Increasingly however, ecommerce market leaders are focusing on enriching user experiences across a much wider variety of buyer endpoints such as voice-enabled shopping assistants, smartwatches, mall kiosks, smart TVs, and more.



Delivering a consistent user experience, across such a wide spectrum of platforms, is challenging, but a collection of new technologies and architectures known as “Headless Ecommerce” is making it simpler.

## WHAT IS IT?

A headless ecommerce architecture decouples the presentation layer (or the front end and your customer’s view of your site) from the back end where most of the key ecommerce functions reside, like the shopping cart, product catalog, payment systems, and more. An API layer enables these back end functions to be utilized by the front end. With the presentation layer now free of the constraints of the ecommerce application, developers can use the APIs to deliver an endless variety of custom user experiences to any screen, on any device. Headless might be a good fit for you if:



You have users (now or in the near future) shopping on your website from devices with different user interfaces, such as smartwatches, phones, tablets, etc.



You have an omnichannel strategy where buyers can browse/purchase products in your physical store or at a kiosk in a mall, and have them shipped to their home, in addition to procuring the products at the store itself.



You are encumbered by a lack of customization for your storefront, because it is contained within a fully hosted platform that limits the flexibility of the presentation layer.

# WHAT IS PWA?



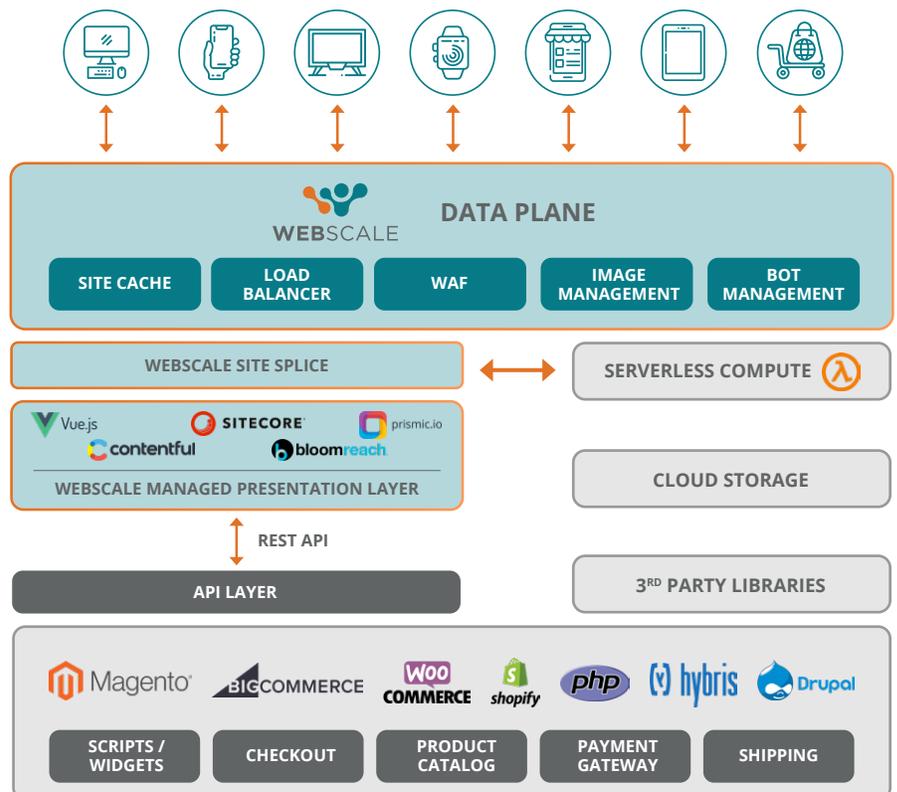
As part of your Headless ecommerce strategy, you might decide to enrich your mobile users' shopping experience with a customized Progressive Web Application (PWA). PWA enables vendors to deliver a mobile app-like web experience without users having to download and set up a separate app for each brand on their smartphones. Choosing a PWA strategy might be a good fit if:

- You have increasing mobile traffic and checkouts.
- Not enough of your users download your mobile app or you do not have one yet.
- You do not want to cater to the development of apps for multiple device platforms.
- You do not want to be encumbered with ever-changing App Store rules and restrictions.
- You want your mobile users to have a graceful "offline" experience.

# WEBSCALE - YOUR INFRASTRUCTURE PARTNER FOR HEADLESS AND PWA

Webscale delivers ecommerce infrastructure via a decoupled data plane and control plane, which enables the efficient management of all the infrastructure pieces needed to deploy and deliver the entire application or just the front end, while increasing the security, performance, and uptime of the overall application.

With Webscale managing your headless infrastructure, digital agencies and business owners have the architectural freedom to be more nimble in building and evolving the presentation layer, refreshing their brand, accelerating end-user experiences, securing their storefront from cyber attacks, and scaling the capacity of the site to handle varying user demand.

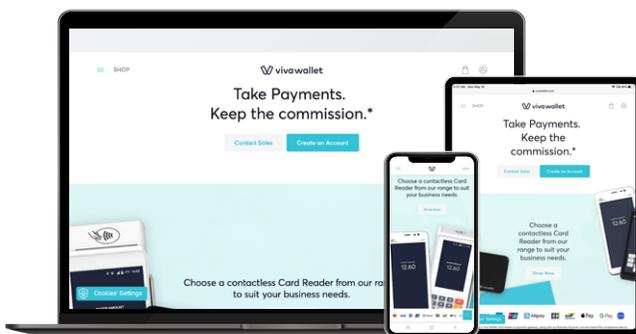


With advanced Webscale features such as Site Splice and Site Cache, agencies and developers can easily route device-specific and functional needs to the appropriate services dynamically, and in turn, cache the responses, making application development and user experience faster and without third party bottlenecks.

The Webscale Headless Ecommerce Platform is globally deployed in 75 cloud regions across all hyperscale public cloud providers, and is in use by B2B and B2C customers across the fashion, beauty, construction and fintech verticals. Webscale is available as a software subscription (SaaS), so the turnaround of migrating a headless architecture onto the platform is instantaneous with zero headaches.

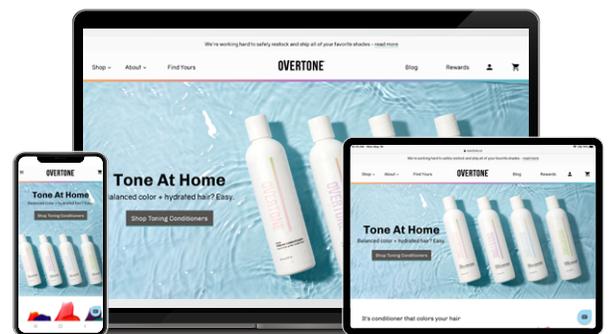
Webscale continues to support all front-end CMS technologies in use for headless deployments and backend ecommerce platforms for critical functions. As with all Webscale plans, 24x7 global support with availability and response time SLAs are included

## A few varied examples of Webscale technology enabling Headless and/or PWA deployments:



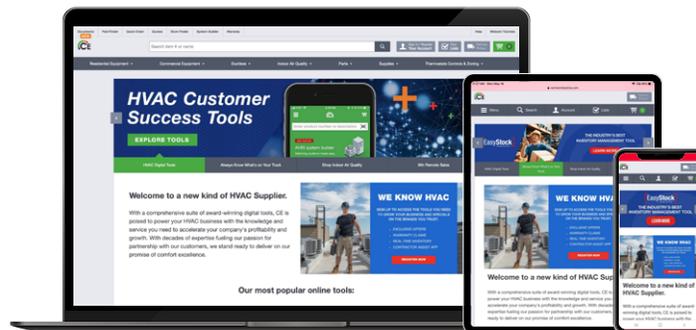
### Vivawallet

Vue Storefront CMS and  
Magento 2 Ecommerce Platform



### Overtone Haircare

Custom CMS with React.js and  
Shopify Ecommerce Platform



### Watsco Carrier Enterprise

Magento PWA with Magento 2 Ecommerce Platform

