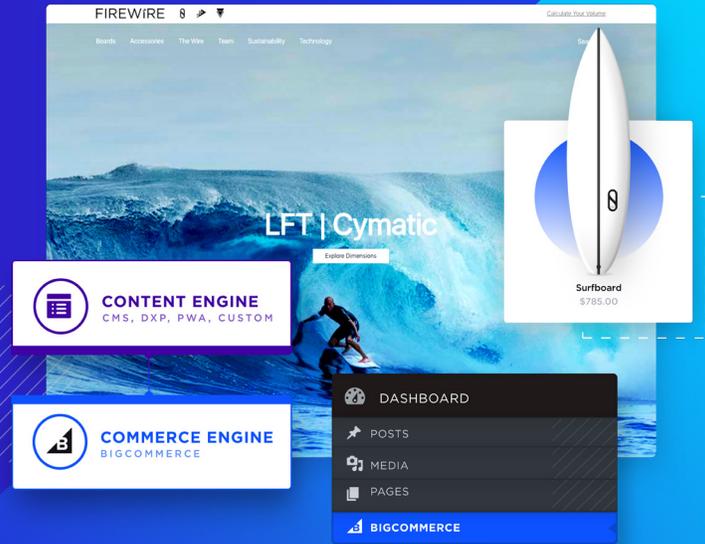


CONTENT + COMMERCE

THE FUTURE IS HEADLESS

Bridge the gap between content and commerce to create engaging shopping experiences that improve online conversions and increase sales.



Get headed in the right direction

Any business can create a transaction, but not all can create a unique experience. BigCommerce Headless delivers both. Our headless architecture provides the **freedom of choice** that enables you to use the tools that make the most sense for your business.

What exactly is headless?

Headless is the separation of the front end presentation layer, where customers engage with your site, from the back end commerce layer, where transactions and store operations are powered. The front and back end systems communicate with one another via APIs. Headless provides the flexibility and agility you need to excel in today's competitive marketplace.

Headless lets you...	So you can...
Use the frontend of your choice	Solve unique use cases or accommodate existing user workflows
Make frontend changes without disrupting the backend	Quickly create highly customized, personalized experiences
Use APIs to plug new technology into your existing system	Flexibly adapt to any technological disruption
Make integrations faster and easier	Remove constraints and choose best-in-breed solutions

Innovation out front

Headless commerce can help you move your online business beyond transaction to interaction by using an API-driven approach to create unique customer experiences.



“Retailers of all sizes understand that content-rich sites create a unique, personalized, and exciting experience for their customers. With headless, they can take advantage of the flexibility of content platforms like WordPress, Drupal, and many others without sacrificing performance or security behind the scenes.”

JIMMY DUVALL
CHIEF PRODUCT OFFICER
BIGCOMMERCE



With pre-built connectors, we've removed hurdles so you can easily connect to popular content management systems (CMS), digital experience platforms (DXP), or progressive web applications (PWA).

In addition, you can leverage our high-performing APIs and our Storefront API powered by GraphQL to build your own connectors or custom front end.

BigCommerce's pre-built integrations and starter apps include, but are not limited to:

- ▲ WordPress
- ▲ Deity Falcon
- ▲ Bloomreach
- ▲ Adobe Experience Manager
- ▲ Drupal
- ▲ Sitecore
- ▲ Gatsby
- ▲ Next.js

These [front-end technologies](#) can help serve unique business or shopper needs and drive engaging customer experiences.

Dependability out back

From promotions, inventory management, and SKUs to order management, checkout, shipping, and more, all these systems and protocols are powered on the back end by BigCommerce, an open SaaS platform that delivers stellar security, and reliable performance.

What's more, our headless architecture enables you to sell across multiple sites, devices, applications, social channels, all managed from a single back end.

Because the front end and back end are independent of each other, customization can be done simultaneously. Developers have the flexibility to make changes on the front end without disrupting the back-end functionality.



Is headless right for you?

We like to believe the answer is yes if:

- ▲ You are a content or experience-driven brand
- ▲ You have unique business or shopper needs that requires heavy front end customization
- ▲ You've already invested in a front-end technology and want to add commerce functionality
- ▲ You have a marketing and or content team that want to leverage the benefits of a best of breed CMS / DXP
- ▲ You want to sell across multiple touchpoints and devices from a single source of truth

Going headless with BigCommerce sets a new standard for versatility in open SaaS ecommerce platforms. Wouldn't you like to be a part of that standard?

Bring content, commerce, and customers together for improved shopping experiences and increased sales with BigCommerce headless solutions.

Want to learn more? Contact us today at 0808-1893323

Or visit bigcommerce.co.uk/solutions/headless-commerce/

