



# HEADLESS eCOMMERCE

Transforming eCommerce with OpenShift

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# WHAT IS HEADLESS eCOMMERCE?

Have you  
done the  
online food  
shopping  
yet?



No..  
  
But I got a  
great deal on  
a new hat.

# WHAT DO THESE RETAILERS HAVE IN COMMON?



Lack of focus on eCommerce

<https://www.retailgazette.co.uk/blog/2018/03/toys-r-us-went-wrong-part-1/>

<https://www.retailgazette.co.uk/blog/2018/03/maplin-what-went-wrong/>

<https://econsultancy.com/mothercare-to-focus-on-e-commerce-as-it-shuts-111-stores/>

<https://internetretailing.net/themes/themes/mothercare-on-multichannel-highlights-from-its-full-year-figures-15257>

... AND THESE RETAILERS?



boohoo

PRIMARK®

Well defined Online Reputation  
Management approach

# ONCE THERE WAS ...



Acropolis eCommerce  
“Supplier to the Gods”



Hermes: web site  
administrator

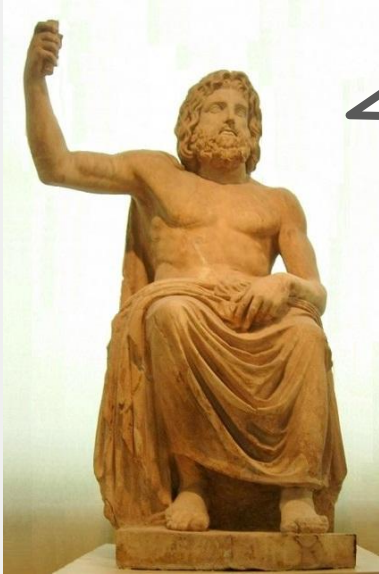


BLUE eCommerce  
systems

# EVERY WEEK COMPANY WANTED ...

New features  
New integrations  
New promotions  
New Click & Collect options

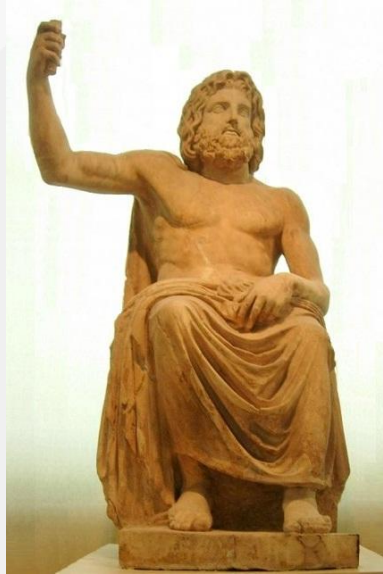
Yes Boss  
Ready in 1 week??



Zeus: The boss



# UNTIL ONE DAY ...



Zeus: The boss

I am buying  
“Pantheon eCommerce”



**RED** eCommerce  
systems

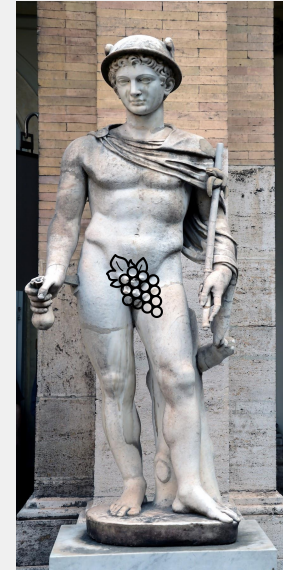


# BECAUSE OF THAT ...

Life gets harder



Hermes: web site administrator

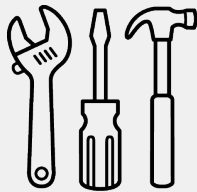


Mercury: web site administrator

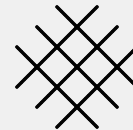


# BECAUSE OF THAT ...

Acropolis and Pantheon eCommerce are kept as separate units

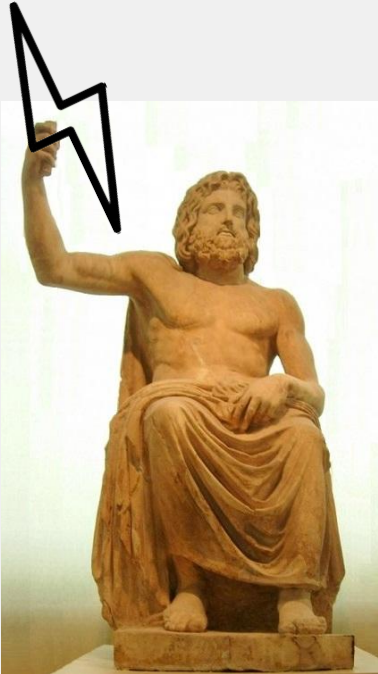


Mistakes  
Temporary repairs  
Lack of integration



# BECAUSE OF THAT ...

Zeus makes an “executive decision”

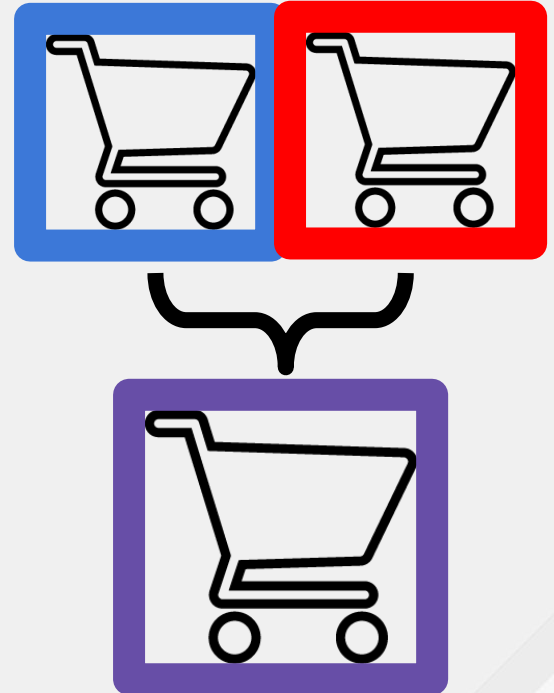


Zeus: The boss

Merge the eCommerce systems

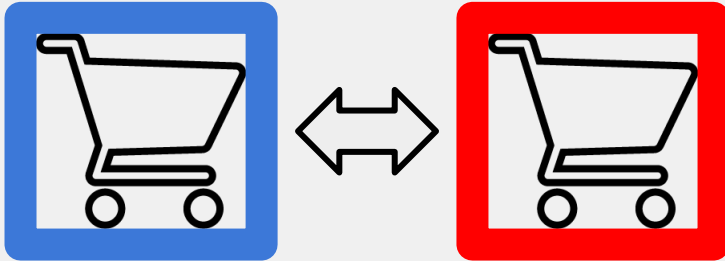
I want PURPLE

Tell me when it's done

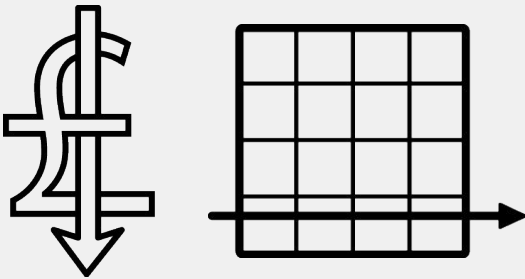


# BECAUSE OF THAT ...

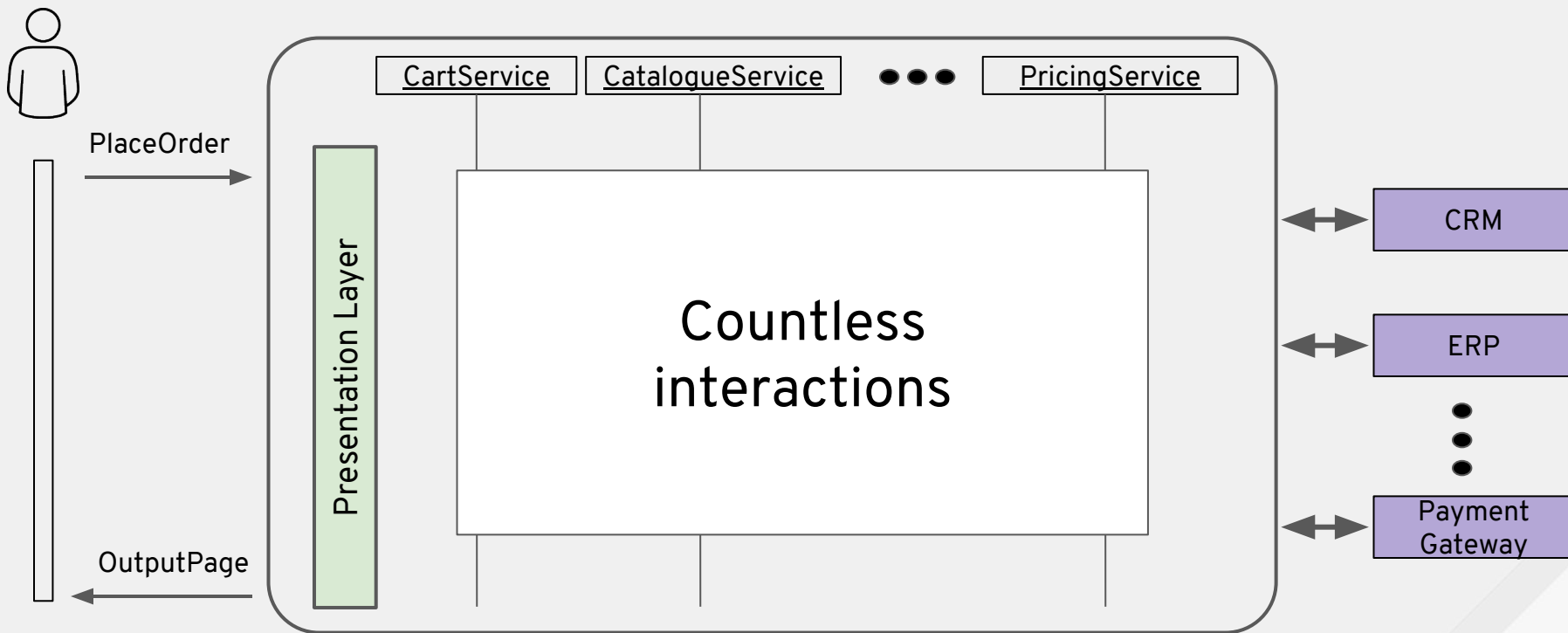
Life is getting worse for everyone



We're off.  
Hades has  
some  
vacancies.

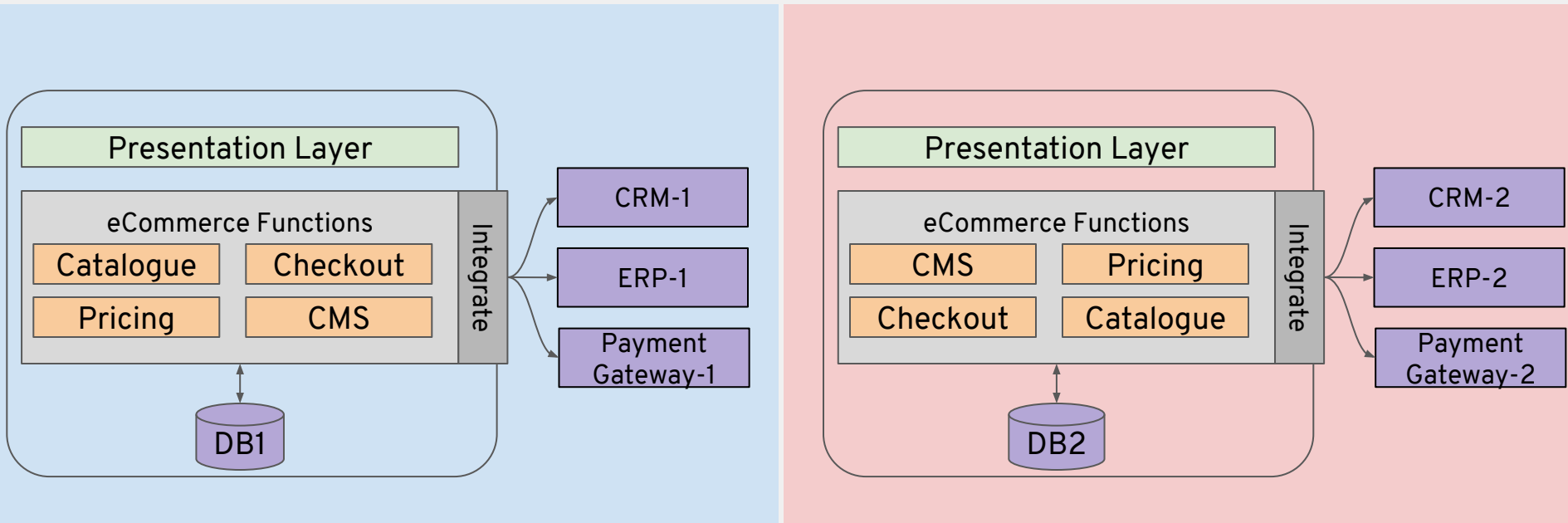


# LET US START WITH CUSTOMER INTERACTIONS

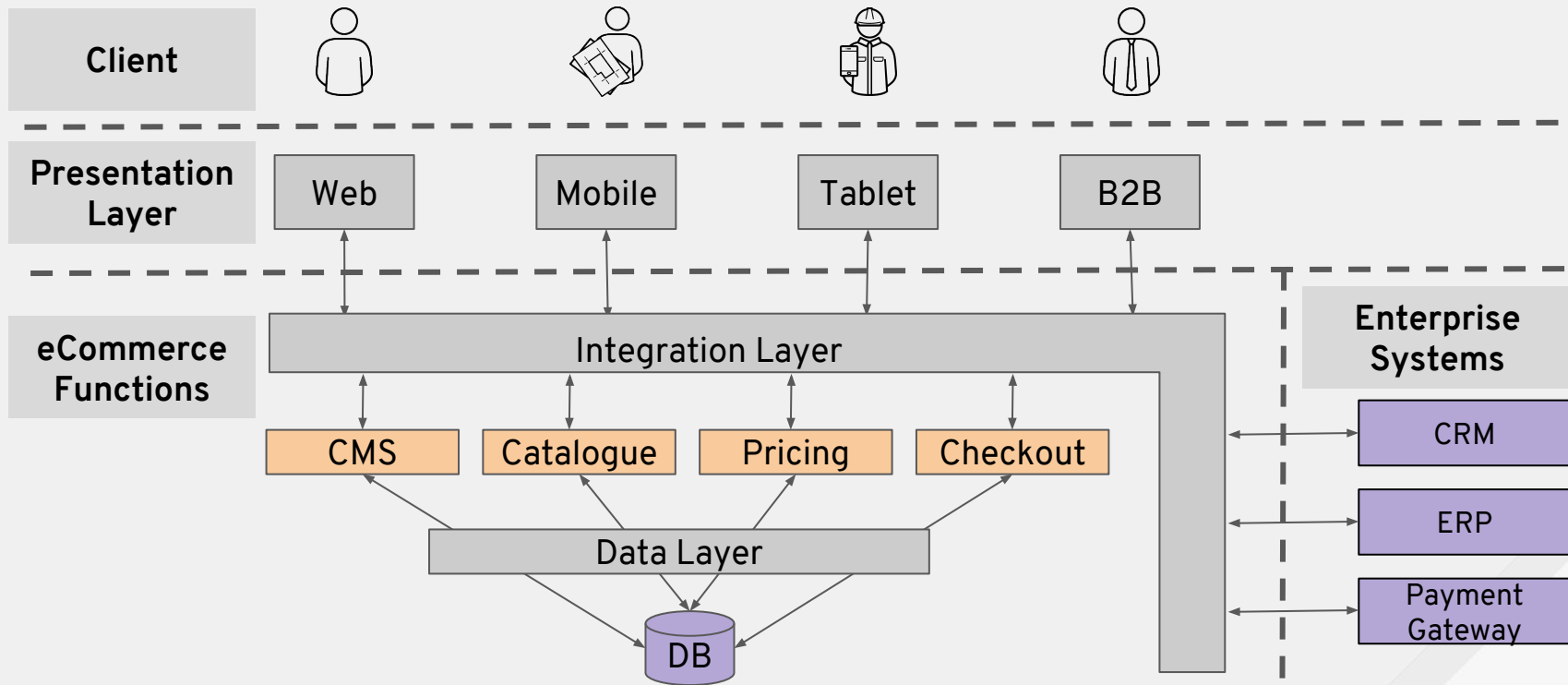


# TRADITIONAL eCOMMERCE IS TIGHTLY COUPLED

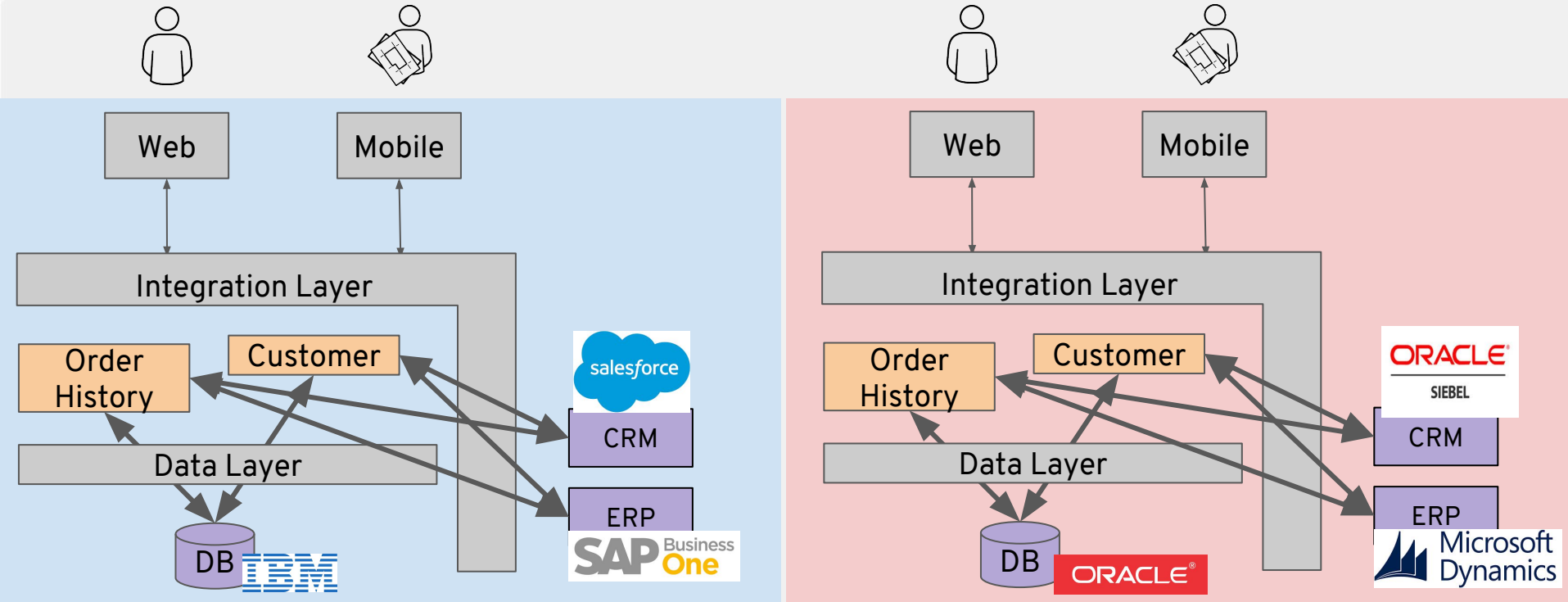
BLUE and RED are not really the same



# HEADLESS: A NEW APPROACH

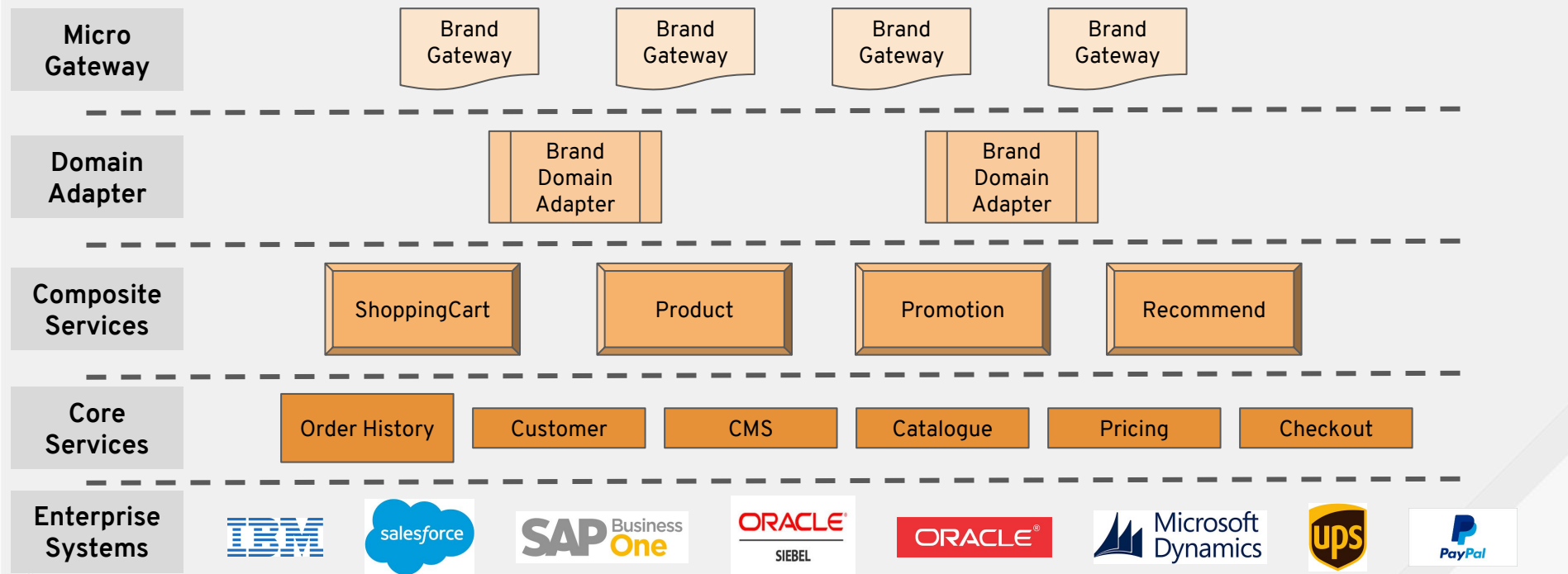


# HEADLESS REQUIRES API FIRST APPROACH



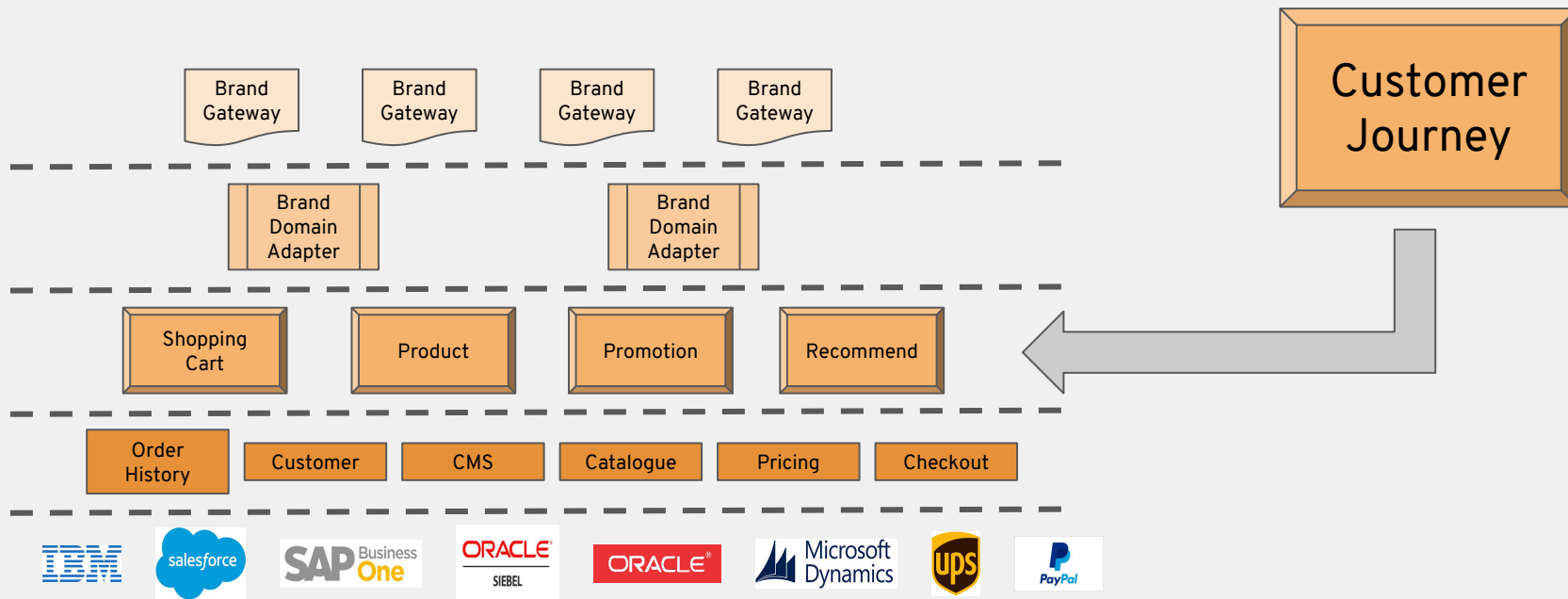


# HEADLESS & API APPROACH REQUIRE COMPOSABLE LAYERS



# ADDING “CUSTOMER JOURNEY”

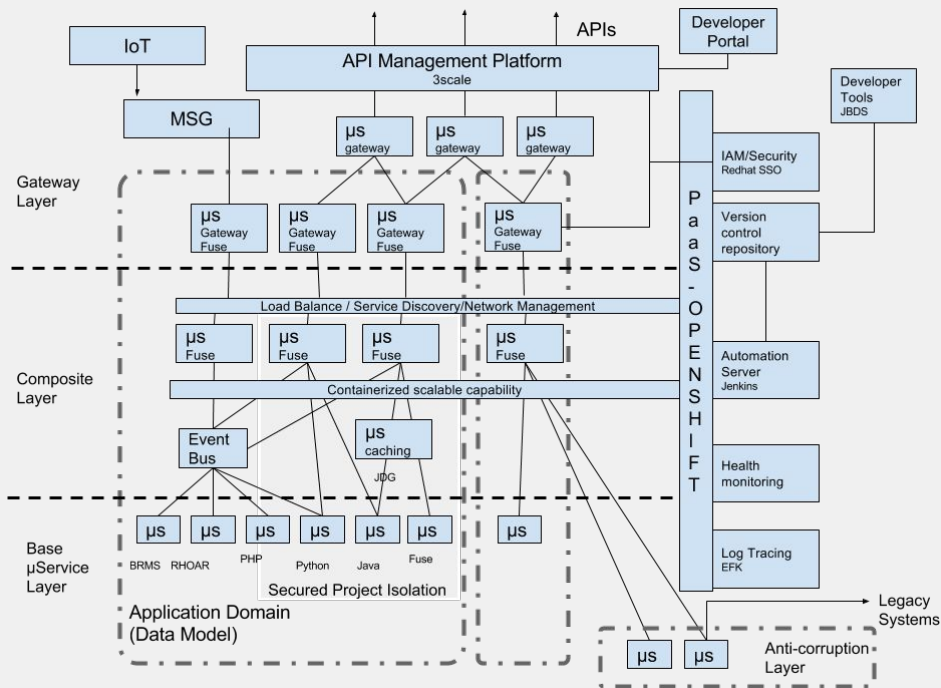
Remember ... **ASOS** discover fashion online **boohoo**



# NOW MOVING TO AGILE INTEGRATION

<https://developers.redhat.com/blog/2017/07/27/reference-architecture-for-agile-integration/>

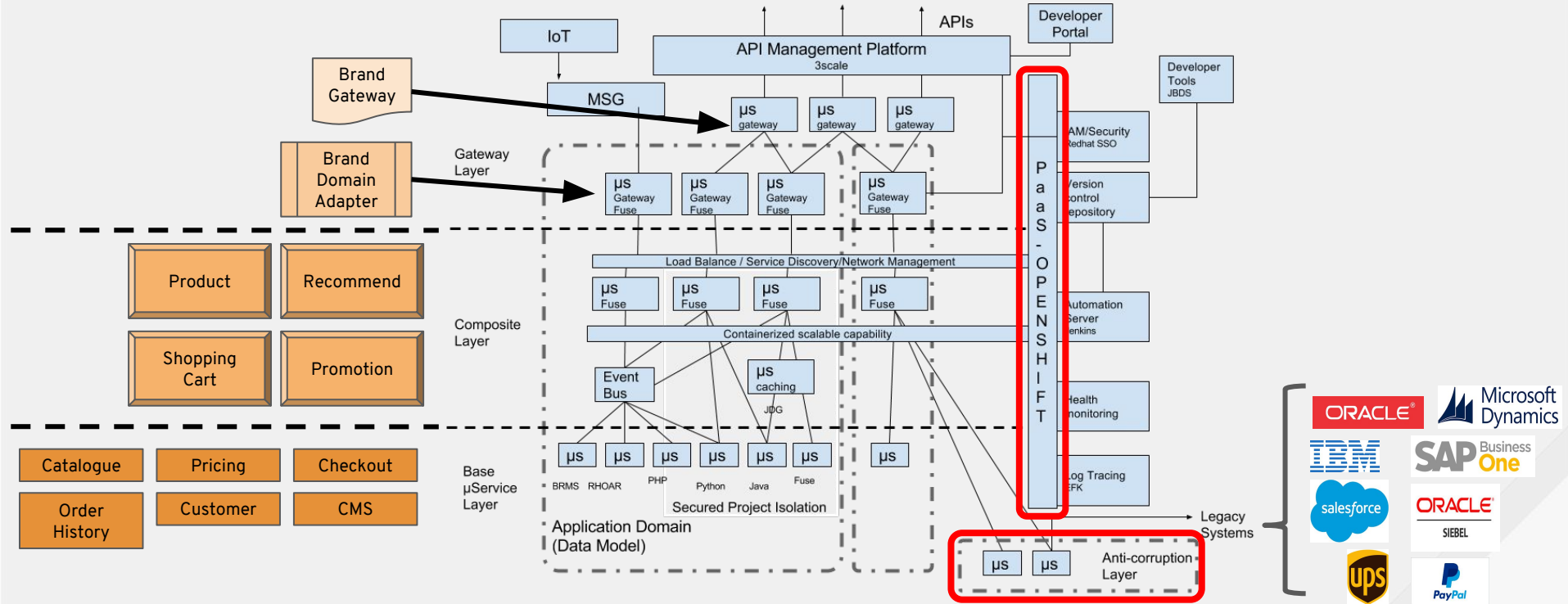
This looks familiar



Look ...  
OpenShift



# HEADLESS eCOMMERCE ON OPENSIFT



# HEADLESS eCOMMERCE ON OPENSIFT

3Scale API Management

Micro Gateway

Brand Gateway

Domain Adapter

Brand Domain Adapter

Composite Services

Customer Journey

Rewards / Loyalty

Product

Recommend

Current Stock

Shopping Cart

Promotion

Core Services

Tax

Catalogue

Pricing

Checkout

Shipping

Order History

Customer

CMS

Search

Analytics

OpenShift

Security

Repository

Automation (Jenkins)

Health Monitoring

Logging Tracing

Anti-Corruption Layer

Enterprise Systems

ORACLE

Microsoft Dynamics

IBM

SAP Business One

salesforce

ORACLE

ups

SIEBEL

PayPal

Brand Domain

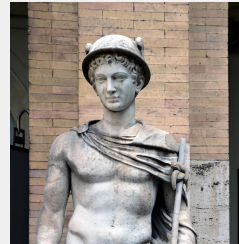
# BACK TO OUR RETAILER

“Supplier to the Gods”



Both brands from a single eCommerce system...

... Hades would have been a terrible boss...



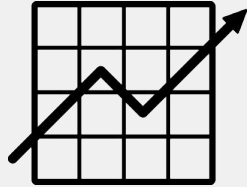
... and updates are much easier ...

... I'm glad I stayed.

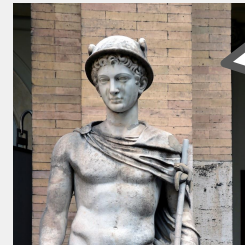
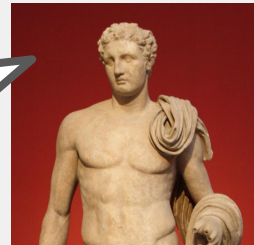
# EVER SINCE THEN



Well done  
Gods, have a  
sack of gold...



Fancy meeting  
Dionysus and  
Bacchus for a night  
of chariot racing



What are  
we waiting  
for?

Zeus: The boss



# FINALLY

**ASOS**  
discover fashion online

boohoo

PRIMARK®

Would Headless eCommerce  
give your business a competitive  
advantage?



# THANK YOU



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