HEADLESS eCOMMERCE

Transforming eCommerce with OpenShift

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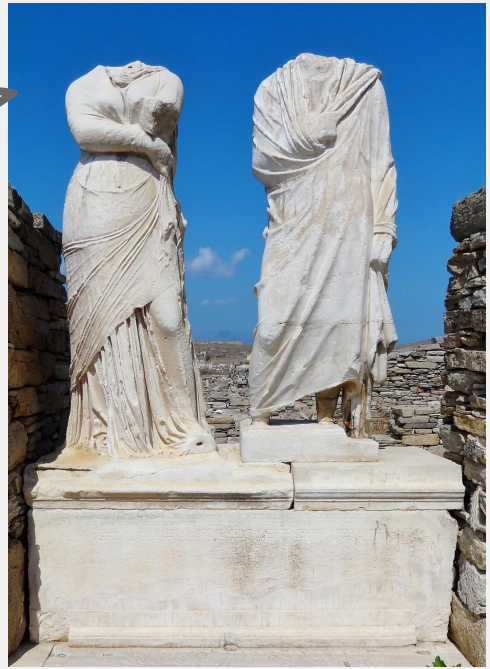
WHAT IS HEADLESS eCOMMERCE?

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?

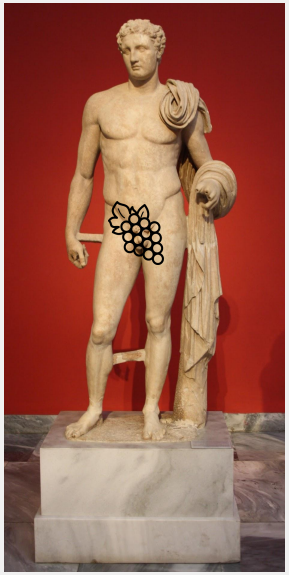
boohoo

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

Zeus: The boss

Yes Boss

Ready in 1 week??

UNTIL ONE DAY …

Zeus: The boss

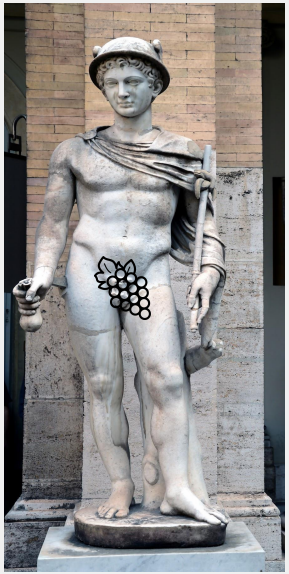
I am buying
“Pantheon eCommerce”

RED eCommerce systems

BECAUSE OF THAT …

Life gets harder

Hermes: web site administrator



Mercury: web site administrator

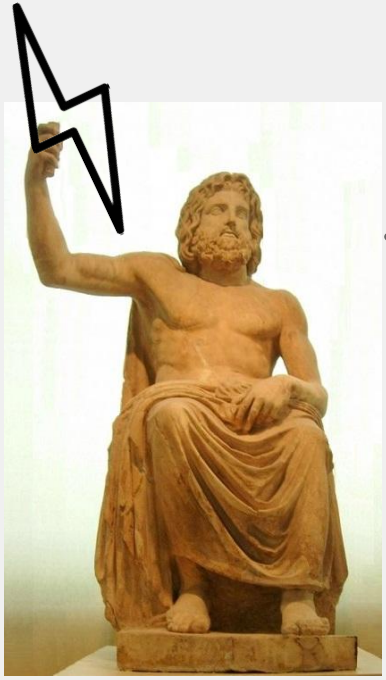
BECAUSE OF THAT …

Acropolis and Pantheon eCommerce are kept as separate units

Mistakes
Temporary repairs
Lack of integration

BECAUSE OF THAT …

Zeus makes an “executive decision”

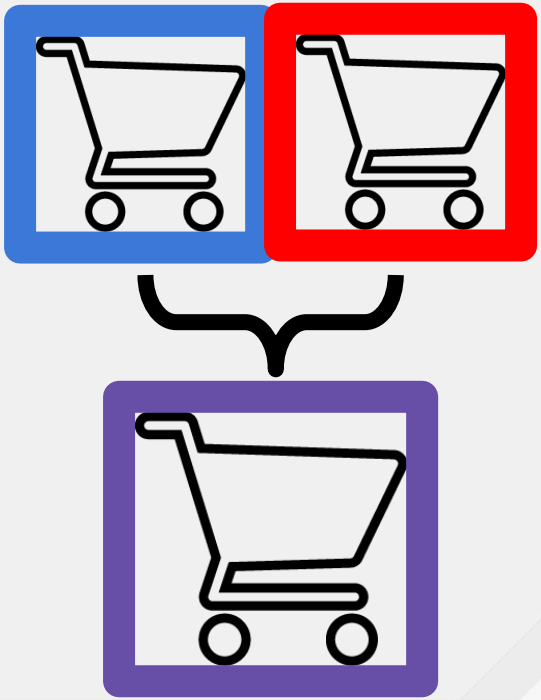


Zeus: The boss

Merge the eCommerce systems

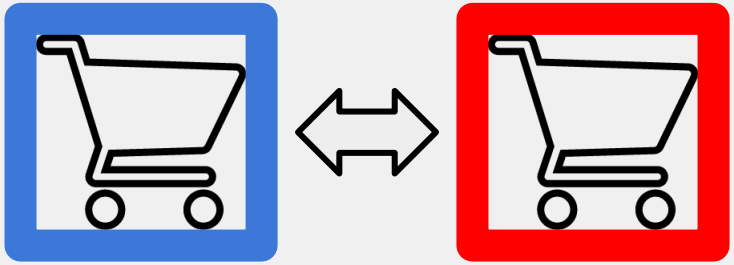
I want PURPLE

Tell me when it’s done

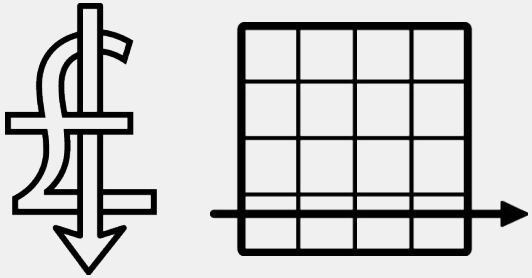


BECAUSE OF THAT …

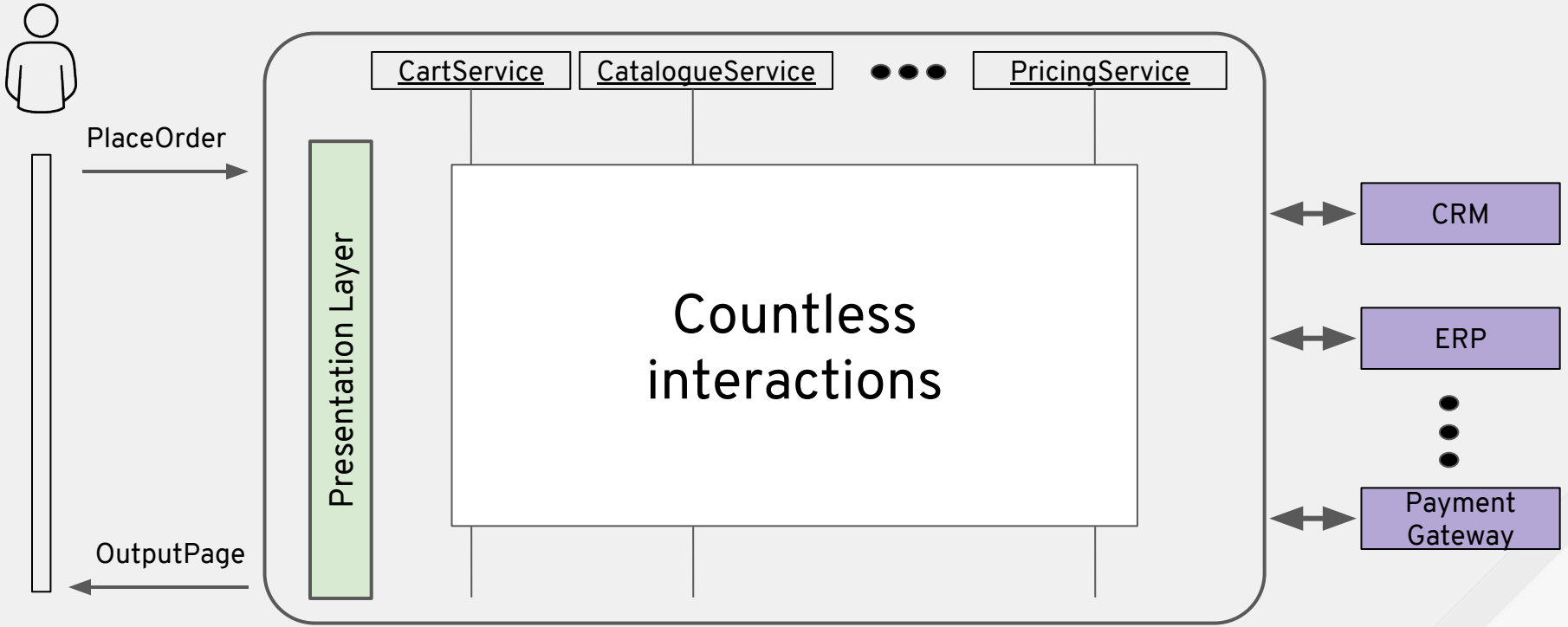
Life is getting worse for everyone



We're off. Hades has some vacancies.

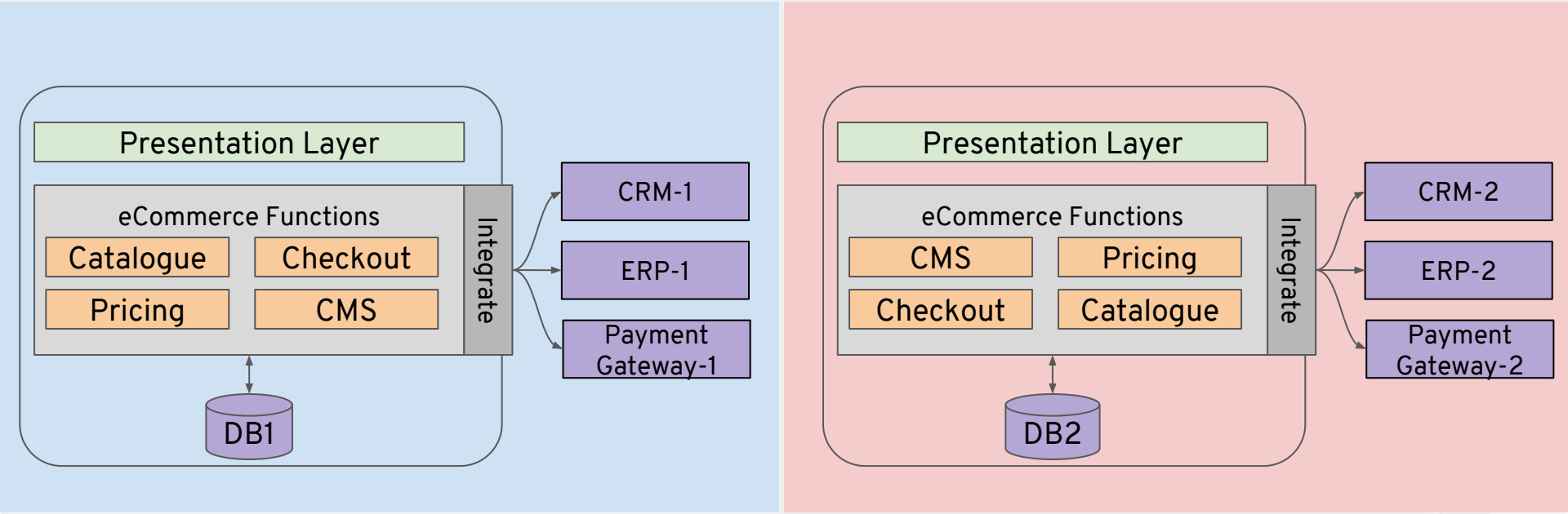


LET US START WITH CUSTOMER INTERACTIONS

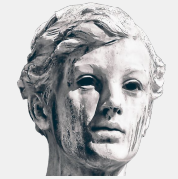


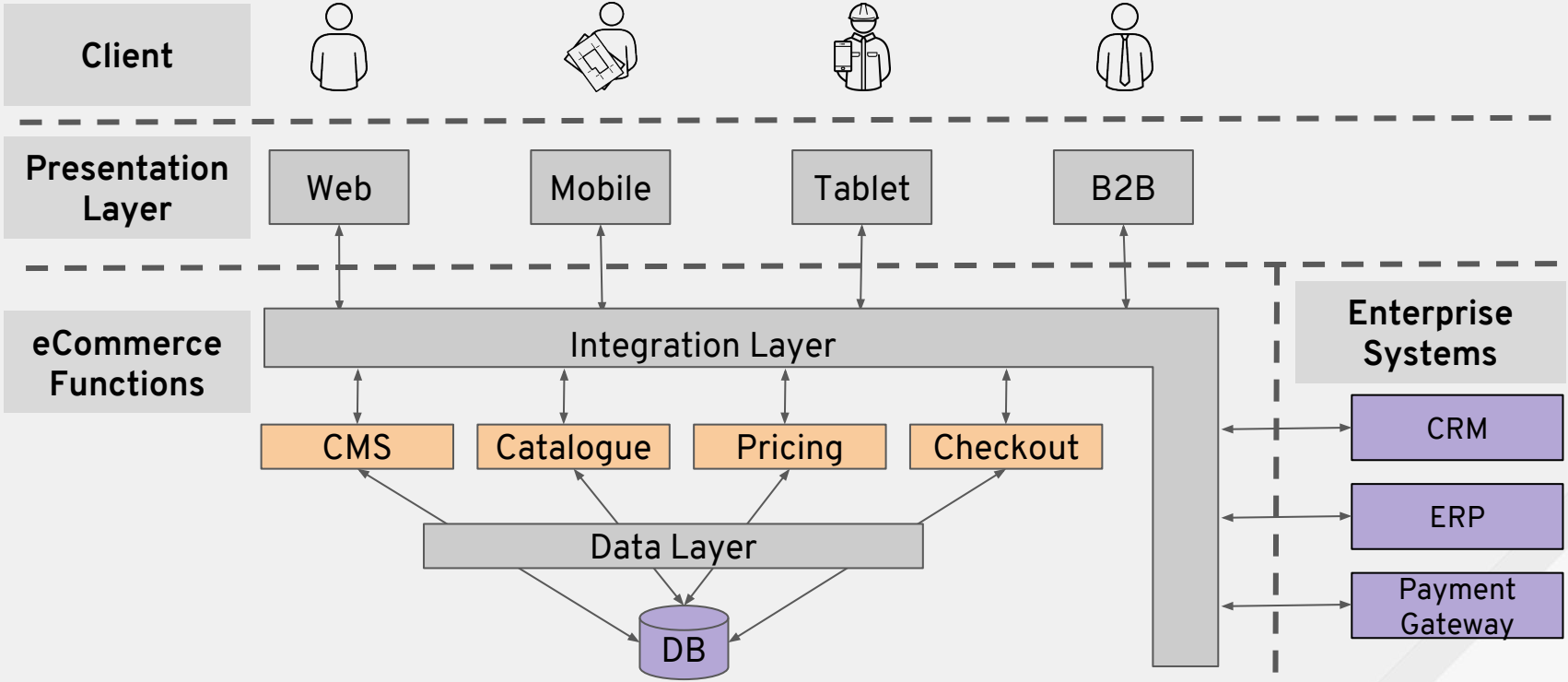
TRADITIONAL eCOMMERCE IS TIGHTLY COUPLED

BLUE and RED are not really the same

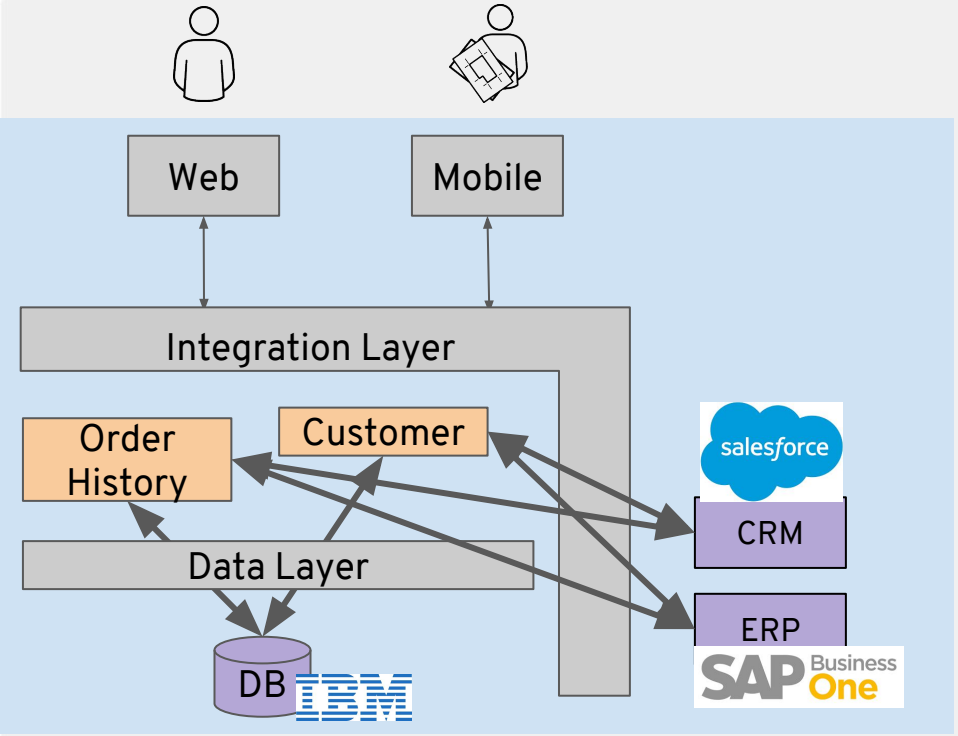


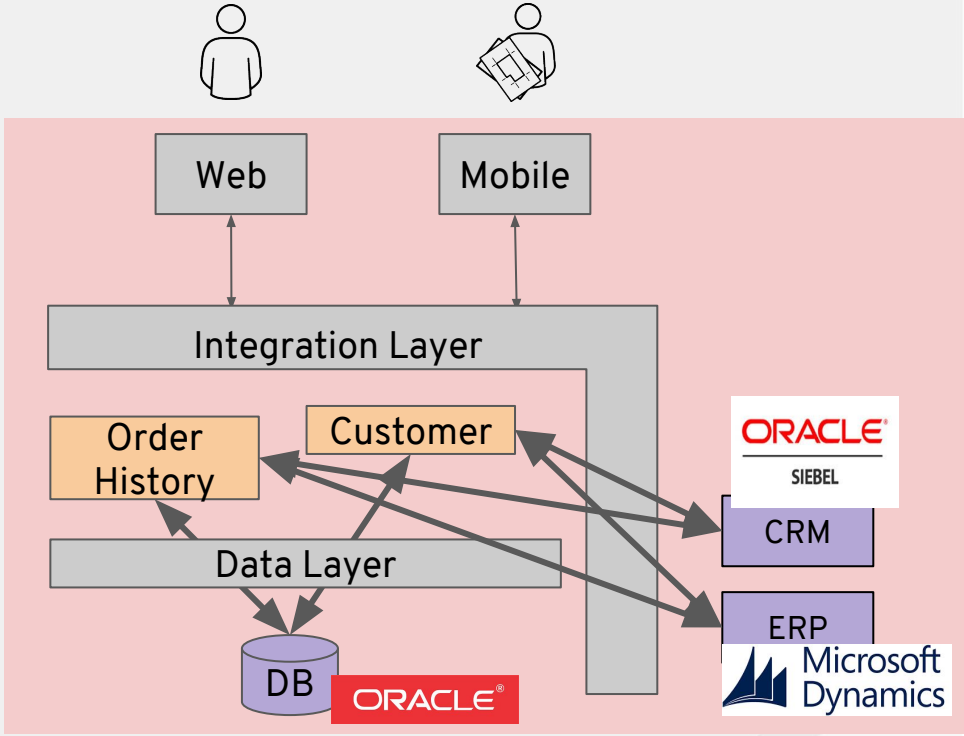
HEADLESS: A NEW APPROACH



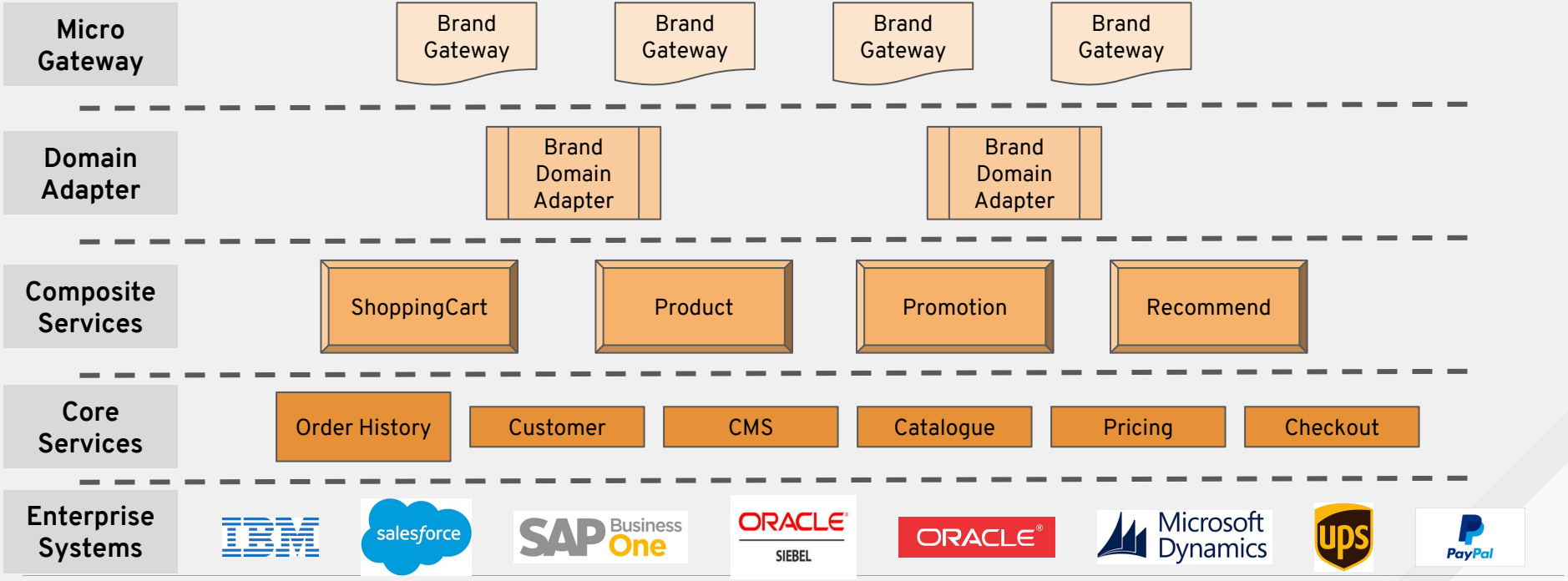


HEADLESS REQUIRES API FIRST APPROACH



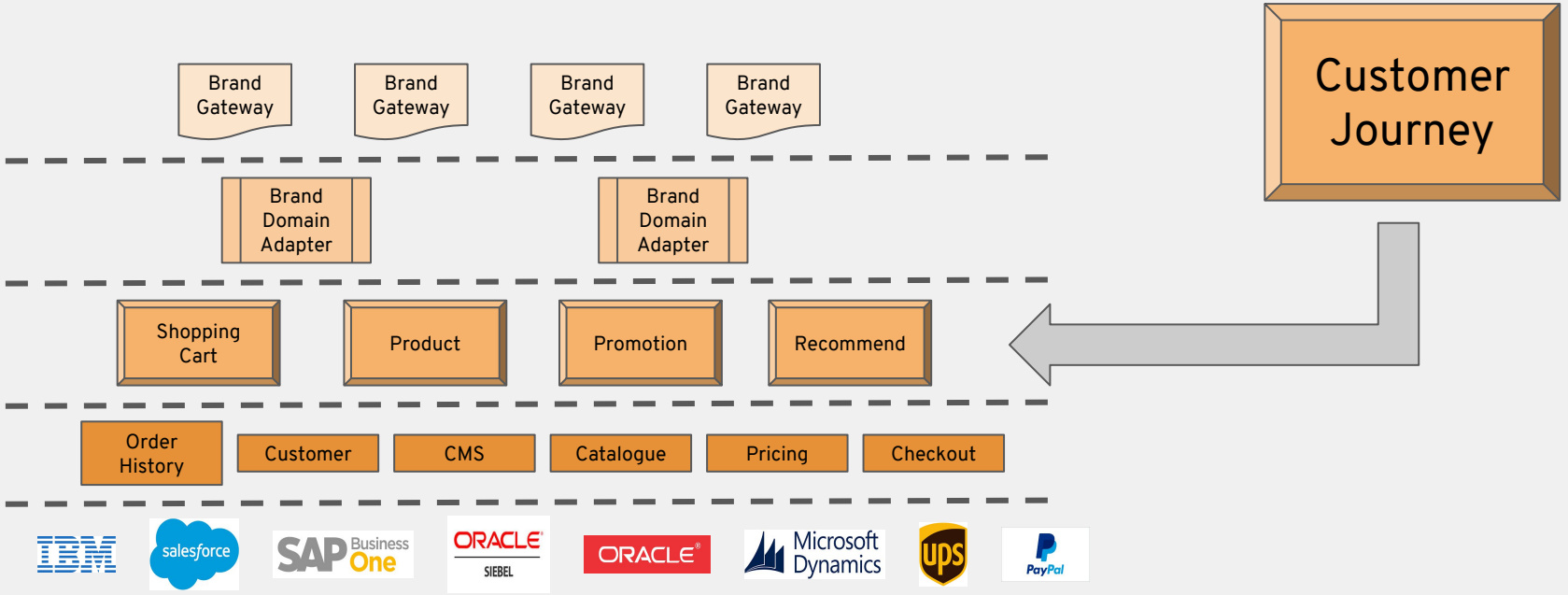


HEADLESS & API APPROACH REQUIRE COMPOSABLE LAYERS



ADDING “CUSTOMER JOURNEY”

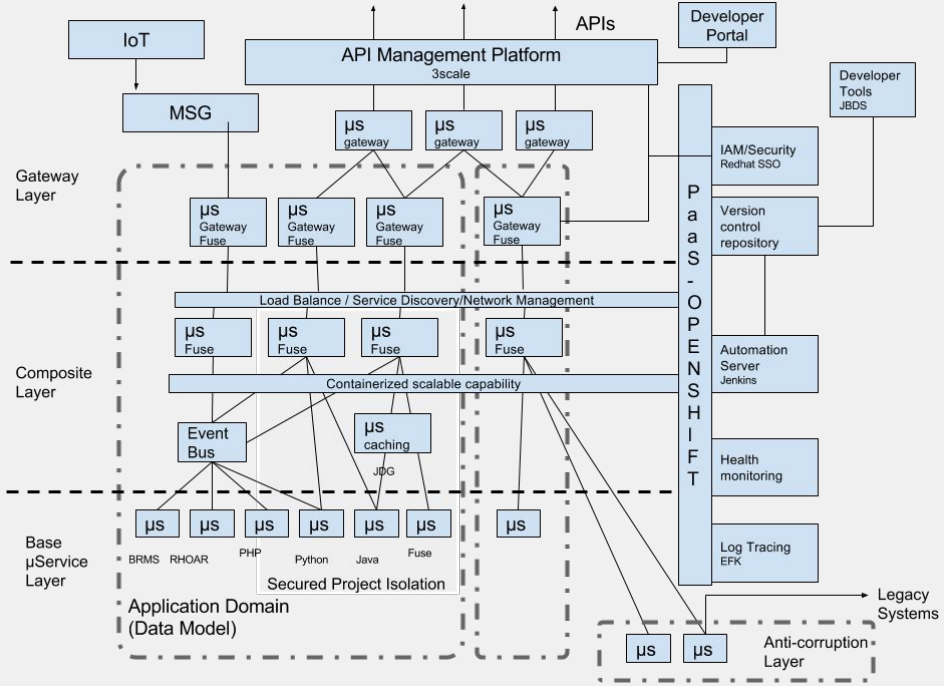
Remember … asos discover fashion online boohoo



NOW MOVING TO AGILE INTEGRATION

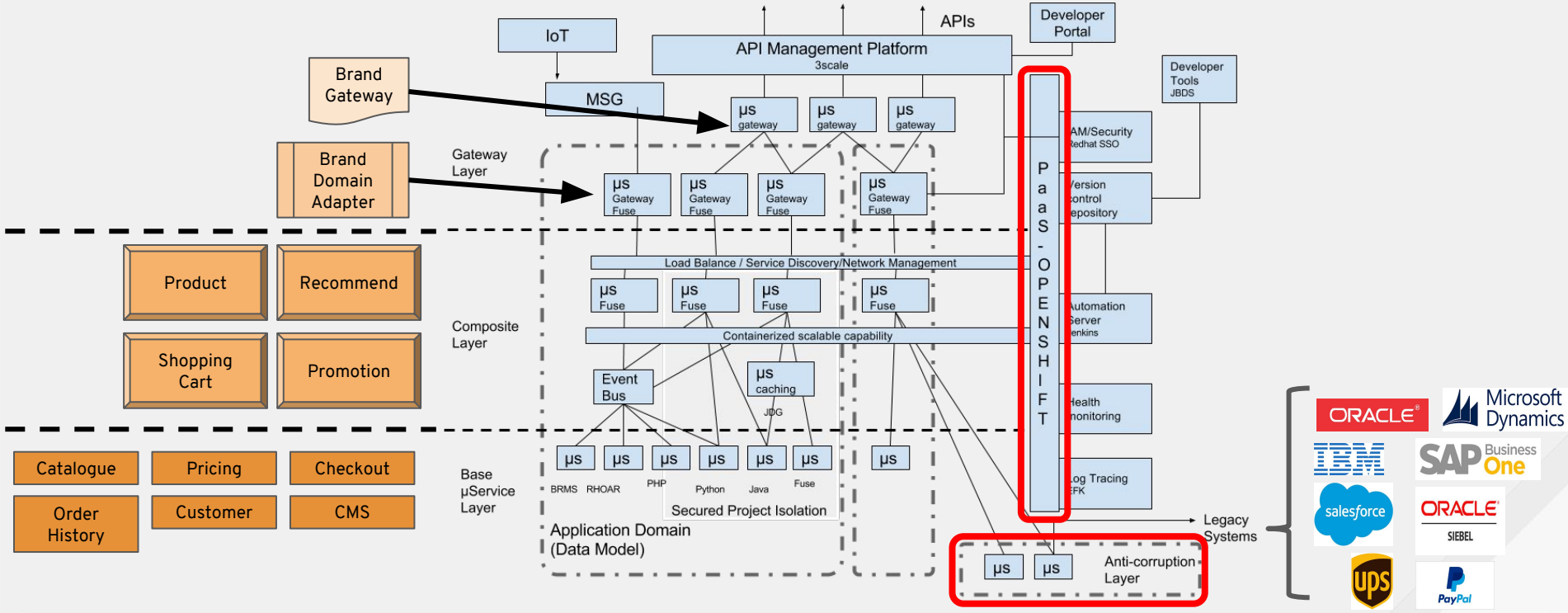
https://developers.redhat.com/blog/2017/07/27/reference-architecture-for-agile-integration/

This looks familiar

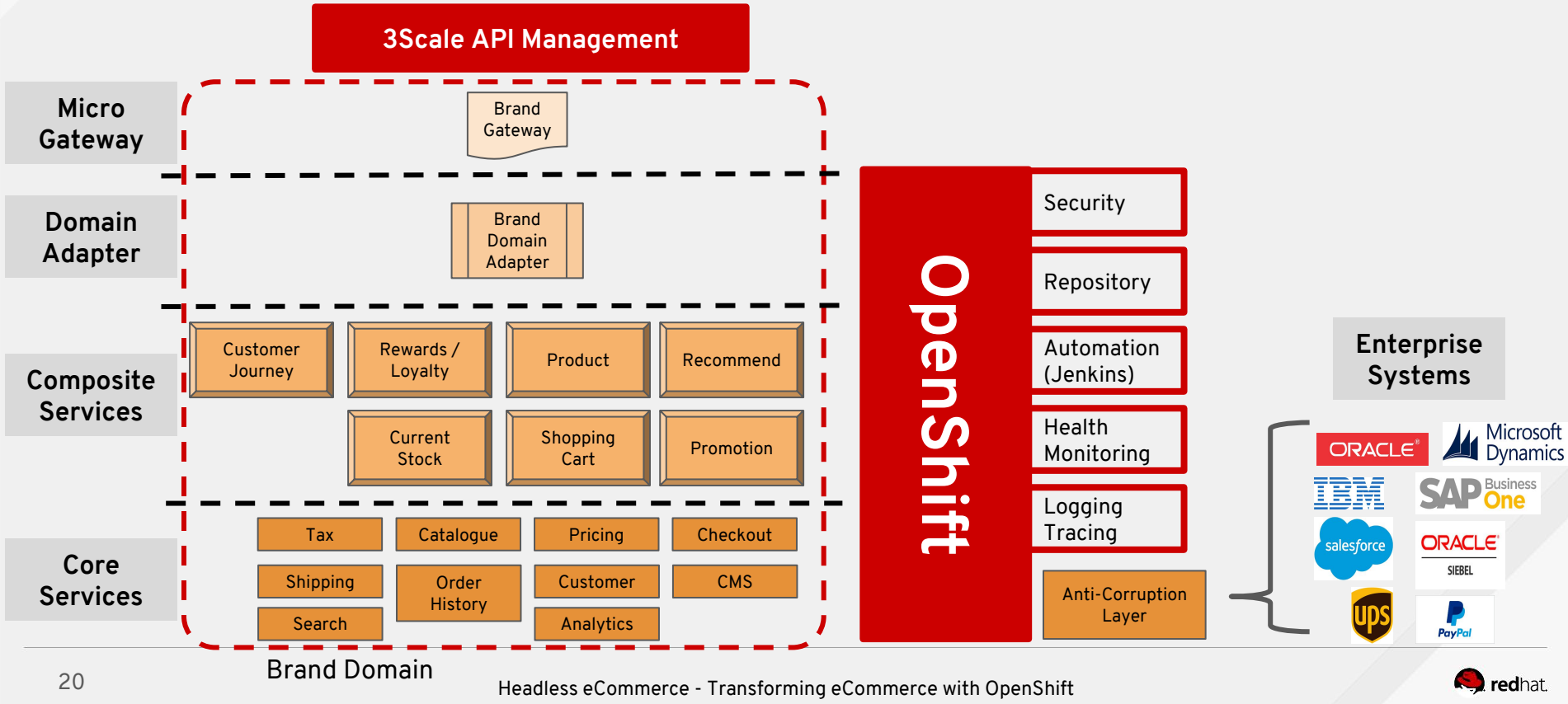


Look … OpenShift

HEADLESS eCOMMERCE ON OPENSHIFT



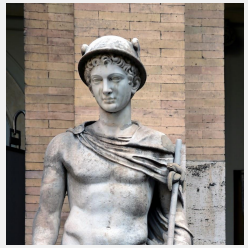
HEADLESS eCOMMERCE ON OPENSHIFT



BACK TO OUR RETAILER

"Supplier to the Gods"

Both brands from a single eCommerce system...



... and updates are much easier ...

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

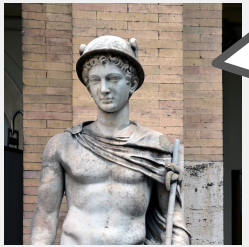
... I'm glad I stayed.

EVER SINCE THEN

Zeus: The boss

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

Fancy meeting Dionysus and Bacchus for a night of chariot racing



What are we waiting for?

FINALLY

boohoo

PRIMARK®

Would Headless eCommerce give your business a competitive advantage?

redhat.

THANK YOU

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facebook.com/redhatinc

linkedin.com/company/red-hat

twitter.com/RedHat

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