



# VTEX for Headless Commerce

Bring any commerce experience to life faster and get closer to your customers.

By decoupling front-end customer experiences from back-end commerce services, VTEX gives business leaders the flexibility and autonomy to build experiences that are perfectly aligned with their business and customers. Be that brand everyone looks up to and follows to learn from so they can match their market dominance.



# Putting the customer at the heart of the experience.

At VTEX, we witnessed first-hand and contributed to the disruption of the monolith and the rise of microservices and APIs. As the SaaS market matured, breaking the monolith and retrofitting it for the cloud became unnecessary because newly born tech companies like VTEX already built their products from the ground up in the cloud as a bundle of independent services that have an exposed layer for control via APIs.

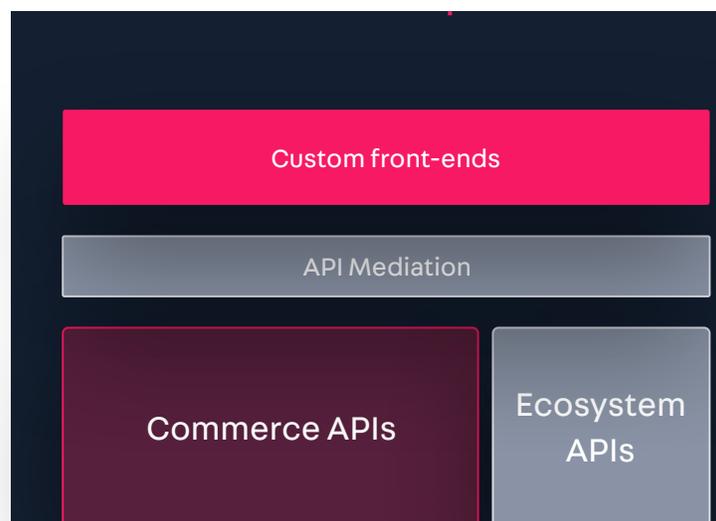
This shift in commerce architecture unlocked a world of potential. Merchants are now able to stay focused on the customer and their needs through intuitive and easy to use front-end experiences without any concerns about disrupting the back-end. The simple concept of headless is that with an API-based platform, users aren't constrained by the platform itself to build and manage their storefront experiences, but actually have the autonomy to connect it to external tools (CMS's) or other forms of user interfaces (mobile apps, totems, voice assistance, etc.).

However, if you choose to follow a 100% headless approach, someone will need to create, build, and maintain this new head. Choosing this path, you must account for the management overhead of the entire project, including front-end infrastructure. Being headless means that routing CDN traffic and building redundancies will now have to be on your mind. For every new digital experience, there will be

a new integration that must be orchestrated by your team. The developer's dependency should not be taken lightly.

An API-based commerce platform like VTEX is the first step, but, to actually deliver the experiences you want, you need to understand what tools and technologies are needed to build them. As the API-first world has changed the SaaS landscape, the tools to develop digital interfaces are changing too. To find the optimal balance between innovation and continuous evolution, you should look beyond a headless commerce platform.

## API-Oriented Architecture



# Remove the headache from headless with VTEX IO

**“ Delivering platform flexibility can be at odds with speed to market, and achieving an optimal balance of both is needed to succeed. ”**

Gartner: Composable Commerce Must Be Adopted for the Future of Applications

The game of digital transformation is a game of speed and flexibility. Flexibility is what headless stands for, but speed is what your business needs today. Gartner claims that commerce's future is in the usage of different applications and services to combine them into a cohesive experience. In other words, instead of creating all things from scratch or being locked into the limitations of one single provider, merchants should look for the best of breed: independent parts that are result-proof and easily combine with the ones that actually must be tailor-made, to deliver a cohesive experience for customers. That's exactly what VTEX delivers with VTEX IO.

VTEX IO is a Low-code Development Platform that works as a new layer between the APIs and the experience.

With VTEX IO, you can:

- 1 **Orchestrate the data and capabilities from both VTEX and third-party applications, while also having the right tools to build, test, and combine them into contextual experiences across the customers' journey.**
- 2 **Develop and deploy in a serverless, auto-scalable infrastructure. We take care of the servers, security, and environments so you can focus on building remarkable experiences.**
- 3 **Build your headless online store at lightning speed with pre-built components and industry-specific accelerators that will speed up your implementation.**

By combining VTEX API-based commerce services with VTEX IO and our Store Framework, businesses will have the autonomy to build unique, headless commerce experiences, while also having the agility to quickly implement, test, and evolve them. That's why VTEX is the time-to-revenue platform. To help you understand what VTEX provides, let's dive deep into the capabilities of our solutions.

## Decoupled storefront

Take one step beyond headless and get a quick-start with industry specific accelerators, pre-built components and integrations.

## API-first commerce services

Easily extend VTEX APIs to build engaging experiences across the entire customer journey.

## Cloud native infrastructure

Leverage VTEX battle-tested and auto-scalable cloud infrastructure to keep up with your business.

## Extensible admin

Unlock your management tools. Empower business users with new tools and automations to boost your productivity.

## Low-code development platform

Be more productive with a first-class technology stack and make mission-critical user changes in a secure way.

## Composable back-end

Make the most out of what VTEX can deliver OOTB to speed implementation and reduce costs.



# VTEX IO

## Low-code Development Platform.

VTEX IO is a low-code development platform that simplifies and accelerates the delivery of headless commerce experiences by combining our pre-built application components with your custom built and third-party elements to build truly remarkable experiences for any touchpoint.

**First-class stack:** Work with highly productive technologies such as TypeScript, React, GraphQL, and Node.

**Content mesh:** integrate multiple data sources and third-party services into one common layer, boosting your experience to its fullest.

**Cloud-native infrastructure:** Develop and deploy in a serverless, auto-scalable infrastructure.

**Setupless:** Start deploying and publishing seamlessly in the cloud with nothing to install locally.

**Infinite staging environments:** Create multiple store versions and test them to ensure reliability and deploy changes safely.

**A/B testing:** With our Smart Routing Layer, test different versions of your application and automatically redirect traffic to the version with the best results.

**Configuration management:** Deploy production-ready projects safely with our progressive rollout and quick rollback capabilities.

**App versioning and dependency:** Make sure your experiences won't break with an update by versioning each component of your experience to guarantee that all of your apps are linked to functional versions of each other.

**Open source and community-driven:** Enjoy our growing and engaged community to learn and improve together.

# VTEX IO Store Framework.

**Pre-built components:** Leverage our native React components, built for performance and conversion, and responsive by design.

**Industry-specific accelerators:** with our pre-built B2C and B2B accelerators, you will have every component that you need to quickly start your project.

**Modular architecture:** Customize and reuse code – from small UI elements to complex building blocks – in order to launch and replicate stores fast.

**End-to-end shopping experiences:** From homepage to search results, checkout and "my account" pages, leverage end-to-end customer experiences.

**Multi-currency and multi-language:** Go cross-border easily and reduce management costs with automatic website translation and the ability to manage all content in a single place.

**PWA-ready:** Deliver native app-like experiences on any device with PWA-ready technology that enables offline navigation and purchasing.

**Native Tag Integrations:** Easily manage tags and track marketing results.

**Single Page Application:** Improve customer experience with fluid navigation and faster transitions between pages - almost like navigating in a mobile app.

Be that brand everyone looks up to. Easily launch, manage and continuously inspire your customers with amazing brand experiences. VTEX IO Store Framework is a decoupled storefront that gives you the tools to achieve the fastest time-to-market while creating tailor-made brand and customer experiences.

# VTEX API-first Commerce Platform

VTEX Commerce Cloud provides the agility of microservices, the flexibility of headless commerce, and the speed and ease of multi-tenant SaaS – no upgrades required, ever. By using VTEX APIs, merchants have access to 100+ APIs with more than 500 endpoints, and most importantly, access to the only fully integrated, API-first commerce, marketplace and order management platform in the market. Whether you are looking to run a direct to consumer store, a business to business portal or stand up your own marketplace, VTEX Commerce Cloud is your time-to-revenue platform.

**API-first:** VTEX Commerce Cloud is architected as a microservice and API platform to support any headless commerce configuration and integration with your ecosystem of systems and applications.

**Auto-updatable:** Our microservices architecture allows us to evolve fast and constantly. All updates are automatically available to all customers, avoiding painful and costly upgrades and migrations.

**Depth of functionalities:** Power new business strategies with 100+ independent microservices that cover every single part of the buying journey, while also including leading technologies such as AI-powered Search, Subscriptions, and powerful Promotions.

**Commerce-Marketplace-OMS:** VTEX is the one-and-only commerce-marketplace-oms platform in the market, allowing you to expand your business model to new standards. Become a marketplace, use dropship strategies, and go omnichannel without constraints – everything with the same platform.

**Extensible Admin Panel:** Empower your business users with best-in-class tools to easily manage the entire operation. Our admin panel is completely decoupled and can be extended to support your own custom-built tools and third-party applications.

# Next Steps

For retailers, manufacturers, wholesalers, distributors, or any other business that seeks to transform how they engage customers and sell, streamline operations, simplify channel management, or test new business models – VTEX combines the autonomy of headless commerce with the agility of a powerful low-code development platform to deliver outstanding time-to-revenue for innovative companies. Go beyond re-platforming: re-tool your commerce operation to power continuous innovation and sustainable growth with VTEX.

Talk to us today to take your business to the next level and find out why more commerce leaders are choosing VTEX to accelerate their digital transformation.

