



FRONT·COMMERCE

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GUIDE

HEADLESS COMMERCE FOR SALESFORCE COMMERCE CLOUD

Everything you need to know about switching to
a Headless SFCC

www.front-commerce.com



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Are you a Salesforce Commerce Cloud user struggling with slow loading times that frustrate your customers and hurt your conversion rates? Perhaps you're finding it difficult and expensive to customize your storefront to create a unique brand experience. These are just a few signs that your current e-commerce platform might be holding your business back.

The eCommerce landscape is constantly evolving with new software and online selling methods emerging each year. SFCC users face various challenges, including limitations in flexibility, innovation, and customization due to the monolithic nature of the platform. These constraints can hinder businesses from adapting quickly to market changes and providing tailored experiences to customers.

SELLING ONLINE IS TOUGH

E-commerce is challenging, with merchants adopting diverse strategies for catalogue organization, pricing, and promotions. Some have expanded internationally, adapting to evolving customer behaviour and the changing digital landscape, where mobile ordering and social media visibility are paramount. Meeting the high user experience standards set by leading online services is now crucial, as design, interactions, and performance expectations have dramatically shifted over the past decade. These changes also significantly impact SEO, with search engines prioritizing mobile-friendly, high-performing websites.

"I believe merchants who are still selling online today are those who embraced uncertainty & continually challenged themselves."

- Pierre Martin, Front-Commerce

Monolithic storefronts like SFCC come with hidden costs that can erode profitability and hinder growth. From development time and maintenance overhead to lost sales opportunities and hidden integration costs, these expenses can add up quickly and impact a company's bottom line. By understanding and addressing these challenges, businesses can make informed decisions about their e-commerce platforms and position themselves for long-term success in the digital marketplace. In the subsequent articles in this series, we'll explore how transitioning to a headless architecture can help businesses overcome these challenges and unlock new opportunities for growth and innovation.

THE RISE OF 3RD-PARTY SERVICES

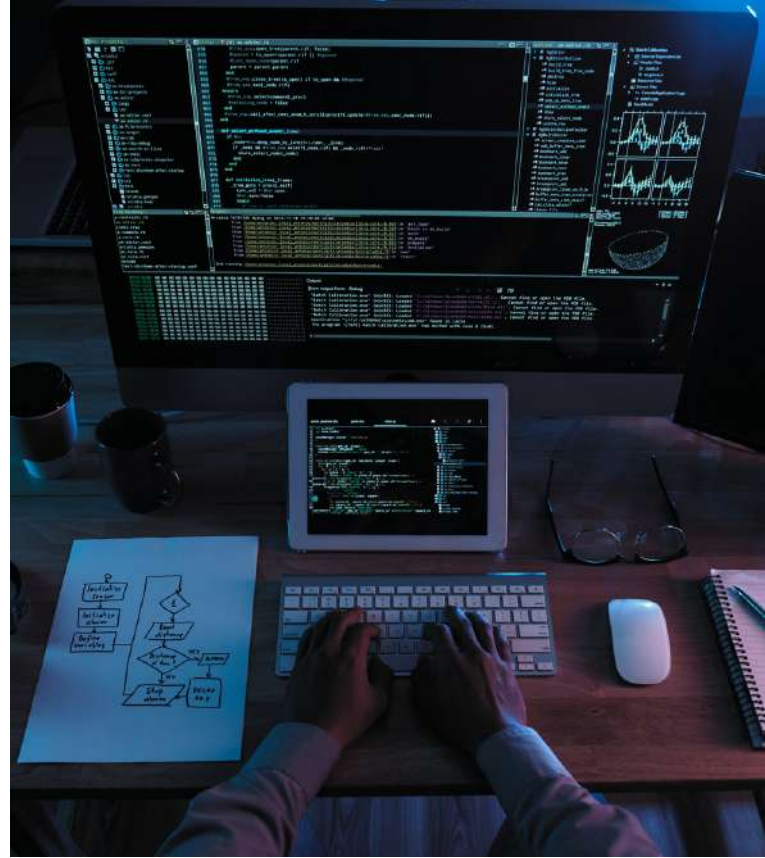
The ever-changing landscape of external services is a reality that savvy merchants embrace to gain a competitive edge. Whether expanding internationally, tapping into new payment methods, or engaging communities via social media widgets, external services offer invaluable flexibility. These services provide a host of features, such as streamlined checkouts, personalized product recommendations, enhanced search results, frictionless returns, cryptocurrency processing...

With the rise of robust APIs, service providers prioritize integration with various platforms, enabling merchants to innovate swiftly by seamlessly incorporating these APIs into their existing workflows. Staying ahead by leveraging new services before they achieve widespread integration with popular e-commerce platforms can be a distinct competitive advantage. Traditional systems, on the other hand, may encounter limitations when attempting to integrate these services, precisely the challenge that the new generation of solutions aims to resolve.

HEADLESS COMMERCE AND COMPOSABLE STOREFRONTS

Headless commerce and composable storefronts offer an alternative way to move forward. Merchants can begin by relocating parts of their monolith to external services for specific tasks.

For example, merchants can use a headless CMS to manage their store's content and use a composable storefront to build a custom



user interface with modern technologies, while keeping the same underlying platform for the tasks it already handles.

This approach allows merchants to keep their existing features while gaining access to features provided by external services. It also makes it easier and faster for developers to integrate new services.

So do you really need to go implement a headless frontend over your SFCC backend? Well, it depends. You could keep investing in incremental improvements to your current frontend theme.

But if you aim at differentiating your brand from competitors thanks to innovative commerce practices (adapted to your customers and your company), it may be worth it!



Pierre Martin
CTO
Front-Commerce



WHAT IS HEADLESS COMMERCE?

Before diving into whether Headless Commerce is right for your SFCC store, you might need to know exactly what Headless Commerce is. So here's a simple description and some of the key pros and cons of this type of architecture.

HEADLESS COMMERCE MADE EASY

In a monolithic platform, both the front and back ends of a platform are tightly knit together in a single system. **With Headless Commerce the frontend and backend are separated so they can function independently** from one another: they are decoupled. Post decoupling, they are more loosely connected via APIs. It is important to keep in mind that a backend and frontend both work together to serve a single goal, whether they are coupled (monolithic) or decoupled (headless).

This allows an e-commerce brand to build a custom platform that matches its customer and business needs. The new “headless platform” can then be updated or added to without heavy development cycles, and can even be evolved to a Composable Commerce approach.

SFCC's monolithic storefront offers a familiar environment but may struggle with agility and customization. For SFCC users looking to overcome the limitations of their traditional monolithic platform transitioning to a headless commerce approach presents a promising solution that can drive growth, innovation, and customer satisfaction.





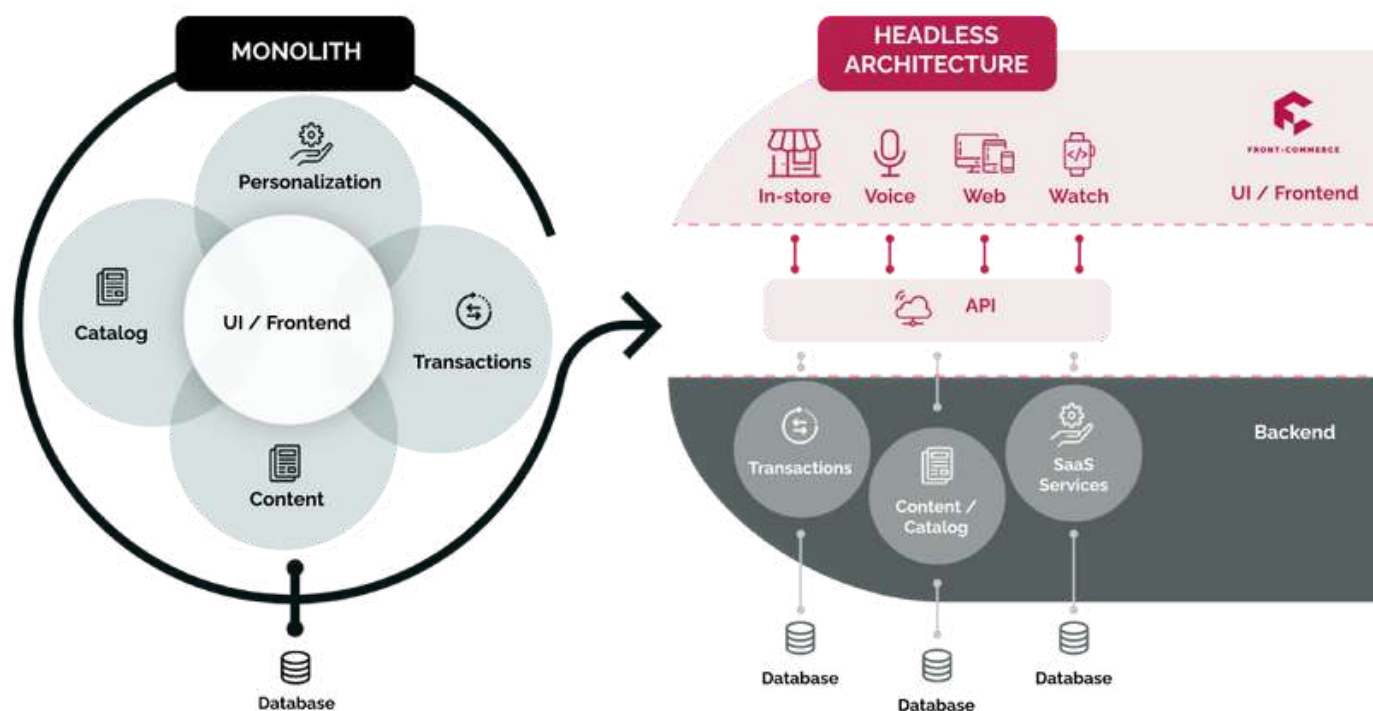
The separated nature of a headless architecture allows for greater agility in building personalized customer experiences across multiple channels by enabling communication between the frontend and backend through APIs. In contrast to traditional monolithic platforms, headless commerce provides businesses with the flexibility to innovate faster and deliver seamless customer experiences. And above all, it allows you to improve the consumer experience, fast.

The use of APIs, experience managers, as well as the importance of IT partners, are all hallmarks of headless commerce. These resources are an essential component of any company's innovation strategy, delivering new functionality and experiences that engage customers and keep them ahead of expectations.

What is the difference between monolithic and headless platforms?

The diagram below shows the difference between these two commerce approaches. Whilst it may seem that a headless architecture is more complex, if you look closely, the way that each element and service is independent from one another brings simplicity to the structure, not to mention current and future development.

With the pace of change in the retail industry, brands must embrace innovation like never before. Month-long development queues are common for any e-commerce, with eager creative and marketing teams ready to test new designs, text, and templates on the front-end asap. The headless approach speeds up a retailer's time to market up to 4 times faster, allowing new services to be implemented without disrupting the technical roadmap.



MONOLITH ARCHITECTURE VS. HEADLESS ARCHITECTURE IN DETAIL



Feature	Monolithic Storefront	Headless Commerce
Architecture	Tightly coupled frontend and backend	Decoupled frontend and backend
Customization	Limited; requires deep SFCC knowledge	Highly customizable; integrates with various front-end frameworks
Agility & Innovation	Difficult and time-consuming to make changes	Faster development cycles and easier integration of new features
Performance	Can be slow due to complex codebase	Potentially faster loading times due to decoupled architecture
Scalability	Vertical scaling (adding more resources)	Horizontal scaling (adding more servers)
Omnichannel Experience	Limited; challenges in integrating with other platforms	Flexible; easier to create consistent experiences across channels
API Dependence	Limited API usage	Relies heavily on APIs for data and functionality
Development Expertise	Requires strong SFCC development knowledge	Broader range of development skills needed
Cost of Ownership	Potentially high licensing and maintenance fees	Potentially lower ongoing costs with open-source options
Vendor Lock-in	High vendor lock-in to SFCC	More vendor independence with API-driven approach
Content Management	Limited flexibility in content management	Greater flexibility in content management
Third-Party Integrations	Limited integration options with third-party services and platforms	Easier integration with various third-party services through APIs
Developer Community and Resources	Relatively smaller developer community and fewer resources available	Larger developer community and a wealth of resources available online
Risk of Downtime	Higher risk of downtime due to potential dependencies and complexities	Lower risk of downtime as failures or issues in one component do not necessarily affect the entire system



WHAT ARE THE ADVANTAGES OF HEADLESS COMMERCE?

If you're considering switching to headless commerce, these four major advantages are usually worth the effort and can help you grow your organisation.

Better employee adoption

Due to steep learning curves, some businesses may be hesitant to adopt new technology. Because everyone on your team can quickly access and update the front end without advanced knowledge, having a modern commerce platform combined overcomes this problem.

Better tools for your teams

Brands can create unique experiences for their customers that they won't find anywhere else. APIs are essential for ensuring coordinated, brand-consistent experiences across channels, which are powered by common commerce services like promotions, inventories, product information, and more.

Reduced development time

Developers save time on user interface changes since updates to the front end may be implemented quickly. In addition, with partner solutions and headless templates,

developers can kick-start e-commerce projects with just a few clicks or some light coding.

Faster time to market

Businesses can swiftly develop new front end experiences with headless commerce. Reacting quickly to a new market trend can be accomplished with minimal back end effort. Businesses looking to improve their user experience should be aware that going headless will help them achieve higher levels of customer satisfaction.

Top 6 benefits of Headless Commerce

Unlimited frontend development

ROI: Reduced costs, increased conversions

Agile at scale

Personalized customer experience

Faster time-to-market

Compose your own commerce tech stack



HEADLESS SFCC: IS IT RIGHT FOR YOUR E-COMMERCE?

Now that we've clearly identified what Headless Commerce is, let's see if Headless could be the right fit for your SFCC e-commerce.

FIRST OFF, CAN SALESFORCE COMMERCE CLOUD BECOME HEADLESS?

In short, yes.

Salesforce Commerce Cloud is headless-enabled, allowing users to leverage headless commerce benefits and the ability to choose any compatible frontend. This integration paves the way for a broader range of options, enabling developers to customize key components and functions for enhanced flexibility and speed of change. Salesforce provides various ways to go headless with SFCC, including composing a custom tech stack tailored to specific business needs. SFCC's Managed Runtime provides an app server combining React, Node.js, and Express framework supported by edge services like a web application firewall and CDN for optimized performance.

By adopting headless commerce with SFCC, businesses can enhance user experience, improve conversion rates, and achieve greater technological freedom. This approach allows for seamless integration with third-party applications, personalized customer experiences, improved site performance, and cost-effective development. The combination of headless architecture with tools like frontend-as-a-service (headless frontend) encourage the creation of innovative product-based experiences across various channels while maintaining flexibility and scalability.



WHY SHOULD I OPT FOR HEADLESS SFCC?

Let's take a look at some of the best things you can get out of a Headless Salesforce commerce cloud architecture.

1. Flexibility in Frontend Development

With a decoupled architecture, e-commerce retailers can employ **modern frontend technologies and frameworks**, providing greater flexibility and control over the user interface and user experience. This freedom enables you to create **unique and innovative storefronts** that better align with your brand.

2. Faster Performance

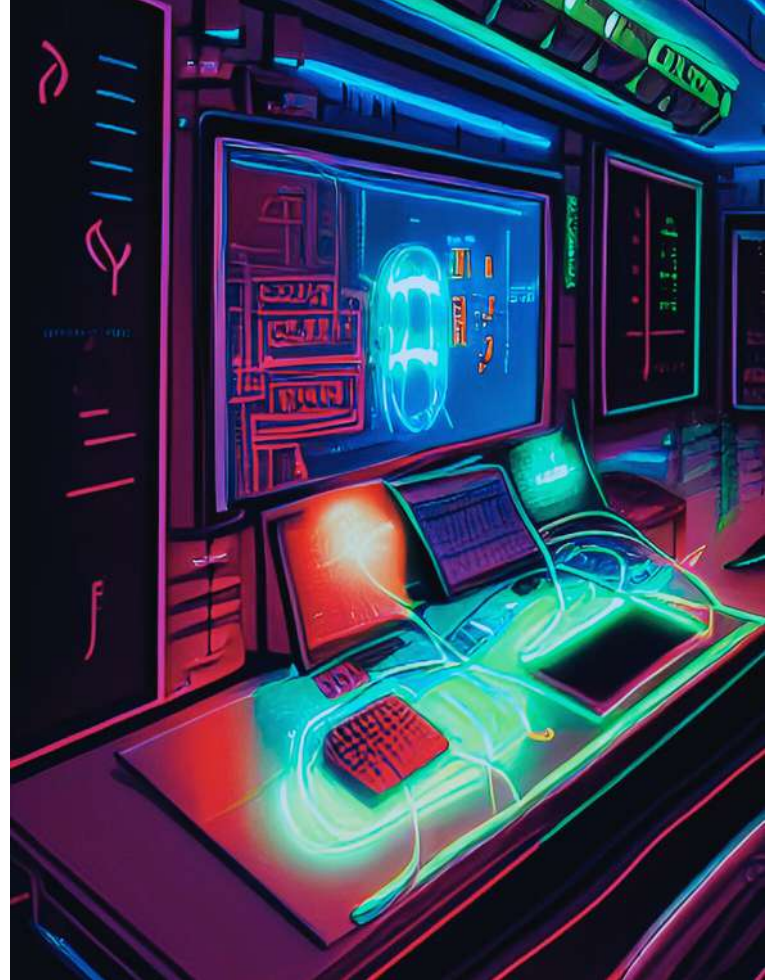
The absence of frontend code coupling with backend processes reduces the overhead, resulting in **faster loading times and smoother interactions for your customers**. Enhanced performance can positively impact search engine rankings and customer satisfaction.

3. Multi-Channel Personalisation

A headless architecture will allow you to build **separate and personalised storefronts for various channels**, such as web, mobile, voice assistants, and more. Each storefront can be tailored to cater specifically to the preferences and characteristics of your target audience.

4. Third-Party Integrations

Headless architecture facilitates seamless integration with third-party services & APIs. You can **add specialized tools and services** for marketing, analytics, customer support, and other business operations, enriching your e-commerce ecosystem.



5. Future-Proofing

A headless architecture allows you to adapt quickly to emerging technologies and trends without the need for a complete platform overhaul. You can **easily integrate new functionalities, experiment with different frontend approaches**, and stay ahead of your competitors in the dynamic market.

6. Scalability and Reliability

When facing increased traffic or demand, you can **scale each component separately**, allocating resources where they are needed most. This flexibility allows for **better resource utilization and more efficient distribution of workload**. Additionally, by leveraging content delivery networks (CDNs) and caching mechanisms, headless architectures can further enhance scalability by reducing server response times and efficiently serving content to users across the globe.



WOULD A HEADLESS ARCHITECTURE BE RELEVANT FOR MY BUSINESS?

Headless is a great e-commerce architecture to adopt. But it's not necessarily for everyone. Here are the types of companies that could truly benefit from a headless commerce approach:

- **Large Retailers with Diverse Product Offerings:** Businesses that have extensive product catalogues can benefit from the advanced capabilities and better user experiences that headless commerce offers.
- **Fast-growing e-commerce retailers:** If you're growing fast, scalability should be at the centre of your considerations. Headless architectures are highly scalable and components can be added, removed, and scaled independently and quickly.
- **Brands Focused on Customer Experience:** Companies that prioritize delivering exceptional customer experiences, like luxury brands, can use a headless architecture to design innovative and interactive user experiences. This approach enables them to experiment with cutting-edge technologies.
- **B2B retailers:** B2B retailers often have out-of-the-ordinary e-commerce requirements. Many B2C functionalities will be irrelevant, and likewise, many components are B2B specific. Headless is the ideal solution for a fully customisable architecture.
- **Businesses with Complex Backend Operations:** E-commerces with intricate backend processes, such as inventory management, order fulfilment, and logistics, can leverage a headless platform to streamline these operations while still offering a dynamic and modern user experience.
- **Brands with Global Reach:** E-commerce businesses with an international customer base can leverage headless SFCC's ability to optimize performance across various geographical locations. By using CDNs and caching mechanisms, they can ensure fast loading times and consistent user experiences worldwide.
- **Businesses Requiring Many Third-Party Integrations:** E-commerce retailers that rely on various third-party services and APIs for marketing, analytics, payment processing, or other specialized functions can seamlessly integrate these services into their e-commerce ecosystem using headless commerce.

WHAT SHOULD I CONSIDER IF I'M THINKING OF SWITCHING TO HEADLESS SFCC?



Whether a headless architecture is relevant for your e-commerce depends on various factors and specific needs. Consider the following aspects to determine its relevance:

1. Business Objectives

Define your business objectives and assess whether a headless architecture aligns with your long-term goals. Consider if you need greater frontend flexibility, multi-channel capabilities, improved performance, or easier integration with third-party services.

2. Technical Expertise

Evaluate your team's technical skills and capabilities. Headless architecture may require additional development expertise, especially on the frontend side, as you will be working with separate frontend technologies and frameworks.

3. Frontend Flexibility

Determine if your business needs highly customizable frontends to deliver unique user experiences. Headless SFCC allows you to implement modern frontend technologies, but it requires careful planning and execution.

4. Scalability Requirements

Consider if your business experiences fluctuating traffic or anticipates significant growth. Headless SFCC's decoupled nature can improve scalability by independently scaling frontend and backend components.

5. Integration with Existing Systems

Evaluate the integration process with your existing systems and third-party services. Ensure a smooth transition and assess any impact on your current workflows and operations.

6. User Experience Impact

Analyze the potential impact on the user experience during and after the migration. Ensure that the new frontend maintains or enhances the overall shopping experience for your customers.

“Adopting a Headless architecture requires careful consideration and planning. Evolving your SFCC platform to this modern approach is exciting. As more companies venture into this space, headless commerce remains open for discovery, innovation, and ongoing discussion in the pursuit of providing exceptional online shopping experiences.”



Laurent Lacaze
CEO, Front-Commerce



HOW TO TAKE YOUR SFCC HEADLESS

If you have decided to adopt a headless architecture for your Salesforce Commerce Cloud platform, you have made a wise decision. Keep reading as we take you through the step-by-step process of implementation, offering insights and guidance to ensure a successful and smooth transition towards a more agile, flexible, and customer-centric e-commerce experience.

THE DIFFERENT MIGRATION STRATEGIES FOR HEADLESS SALESFORCE COMMERCE CLOUD

Go all out with a Big Bang: This strategy involves an all-in-one migration to a headless architecture. It means overhauling the entire architecture and changing every aspect of it at the same time. This requires a well-prepared team and the capacity to handle potential challenges and disruptions during the migration process. This approach is quite complex and has quite a few drawbacks including:

- A high risk of expensive failure,
- The possibility of needing a complete roll-back if there are errors,
- Requires downtime,
- It can be difficult to isolate the errors when doing all the changes at once.

Or, choose a progressive migration: In this method, businesses opt for a step-by-step migration, gradually moving components of their e-commerce store to a headless architecture. This approach offers more control and minimizes the risk of major disruptions. It allows businesses to migrate certain components to a headless setup in isolated phases. This not only makes development easier, but also allows an easier measurement of the impact of each change. Scroll down to our case study to learn more.

Within these two larger strategies, there are several different approaches you can choose from to go Headless with SFCC:

In-house from A to Z

- Custom build solutions in-house to fit your specific needs.
- Require immense manpower, time and is costly.
- Not compatible with best-of-breed technologies that are experts in their speciality.

Composable Commerce Approach

- Ideal for larger-scale e-commerce brands that seek maximum customization.
- Keep your SFCC backend and build a bespoke frontend.
- Gain complete control over your tech stack.
- Demands significant technical expertise and development effort.

Frontend-as-a-Service (FEaaS)

- Ideal for businesses looking for a more streamlined and pre-built solution.
- These all-in-one solutions provide a unified frontend layer that connects with
- best-in-class technologies, (CMS, CDN, search & product discovery, payment etc.)
- FEaaS simplifies implementation, reduces technical complexity, and enables faster time-to-market for a headless SFCC store.

Custom Headless PWA

- Ideal for businesses seeking complete control over their frontend & user experience.
- PWAs offer faster page loading, improved user engagement & offline functionality.
- Requires experienced devs and longer development lead times.
- Alternatively, you can work directly with Adobe PWA or a solution like Front-Commerce that can also offer more benefits.

HOW TO KNOW WHAT STRATEGY TO CHOOSE

Selecting the most suitable migration strategy for your SFCC store is a critical decision that can significantly impact your business's success. To make an informed choice, consider several key factors that align with your unique situation.

1. Size of Company and Technical Knowledge

Assess your company's size and technical expertise. Larger organizations with well-established development teams may want a more hands-on approach to the migration process. On the other hand, smaller companies might prefer to delegate as much as possible.

2. Timeframe

What is your desired timeframe for the migration project? If you need to launch certain specific components asap, but have more wiggle room with others, a progressive migration may provide more peace of mind, allowing you to manage each step carefully and adapt as you go. On the other hand, if you've got plenty of time and prefer a big overhaul even if it takes longer to launch, consider a Big Bang approach if your team is prepared for it.

3. Budget

Determine the resources available for the migration. Custom developments and composable commerce approaches may require more significant investments, while PWA solutions and FEaaS platforms might offer a more cost-effective solution.



4. Complexity and Risk Tolerance

Assess your company's willingness to take on complexity and potential risks. Progressive migration provides a safer approach for organizations seeking to mitigate risks and test the waters before fully committing to headless commerce.

5. Long-Term Vision

Think about your long-term vision for your e-commerce store. Does your company plan to continuously innovate and expand its offerings? Some strategies might offer more room for future innovations and adaptability.

A STEP-BY-STEP GUIDE TO MIGRATING TO HEADLESS SFCC



This guide is a rough estimate of the steps you will need to take to migrate your SFCC platform to a headless architecture. Of course, depending on the strategy you choose and its specifics, you will need to add/remove a number of steps.





FRONTEND-AS-A-SERVICE: ALTERNATIVES TO SFCC DEFAULT THEMES

When it comes to the visual appearance of an online store, SFCC provides default themes as a starting point for the frontend design. These themes are a pre-built templates that determines the layout, design, and overall user experience of the storefront. It serves as a foundation upon which merchants can build and customize their online store's look and feel.

The default themes offered by SFCC combine simplicity with a clean and professional design, ensuring a user-friendly interface for customers. It includes essential features and elements such as a responsive layout, product display, shopping cart functionality, and various page templates like homepage, category pages, and product pages. However they cannot be modified.

While the default theme provides a solid starting point, many merchants prefer to customize their online stores' frontend to align with their brand identity and unique requirements. They often seek alternatives to the default theme that offer more distinctive designs, enhanced functionality, and improved user experience.

The key limitations of SFCC's pre-built solution:

1. **Limited customization**
2. **Lack of differentiation**
3. **Generic features**
4. **Limits to responsive design**
5. **Performance considerations**
6. **Compatibility challenges**

Why you should choose an alternative:

1. **Enhanced design and branding**
2. **Improved user experience**
3. **Flexibility and scalability**
4. **Integration with SFCC**
5. **Community and support**
6. **Performance optimization**

By opting for an alternative frontend solution, merchants can seamlessly connect to SFCC's backend, ensuring a harmonious integration of frontend and backend functionalities, ultimately leading to a more successful e-commerce presence.



FRONTEND-AS-A-SERVICE AS AN ALTERNATIVE TO SFCC'S DEFAULT THEME

A FEaaS (Frontend-as-a-service) solution could be an interesting alternative to SFCC's default theme. A FEaaS is a comprehensive service provided by specialized companies that focus on offering frontend solutions for web applications or online platforms. These companies provide tools, frameworks, and services to enhance the design, functionality, and user experience of a website or application's frontend.

Frontend-as-a-service improves the user experience for:

customers

developers

business teams

There are a few things to keep in mind when considering FEaaS:

- **Technical expertise:** Pick a provider with experience in your industry. Different industries require different types of front-end development, so it's important to find someone who knows your specific needs.
- **Your budget:** One of the benefits of using a FEaaS provider is that it can be more affordable than hiring a full-time developer.
- **Your specific:** Ensure your provider offers the features you need, such as responsive design, cross-browser compatibility, and SEO optimization.
- **Customer Service:** Prompt and helpful support is essential from a FEaaS providers.
- **Ask for client references** and make a comparison with other providers

Remember, your front-end choice affects:

Customers

Designers

Business teams

Architects

Developers

Product managers

Systems design



WHAT FEaaS SOLUTIONS ARE GOOD ALTERNATIVES TO SFCC'S DEFAULT THEME?

FRONT-COMMERCE

Front-Commerce is a platform-agnostic FEaaS, compatible with Salesforce Commerce Cloud & B2B versions. It is designed to be responsive, fast, and mobile-friendly. It is built on the React framework, and uses Sass and BEM for CSS. It includes a design system based on Atomic Design and a number of features that are not available in the default SFCC theme.

Pros:

- ✓ Offers fast and responsive headless PWAs for exceptional user experience.
- ✓ Seamless integration with SFCC backend.
- ✓ Provides offline capabilities and improved performance through caching.
- ✓ Flexibility to customize the frontend design and layout.

- ✓ Responsive and mobile-friendly
- ✓ Includes a number of features that are not available in the default SFCC theme
- ✓ Easy to install and configure

Cons:

- ✗ Limited community size.
- ✗ Requires technical expertise for customization and implementation.

VUE STOREFRONT

Vue Storefront is an open-source, headless PWA storefront that can be used with any eCommerce platform, including SFCC. Historically built on the Vue.js framework, it now partially supports React too, and is known for its speed, performance, and flexibility.

Pros:

- ✓ Headless PWA
- ✓ Easy to integrate with other systems
- ✓ Scalable and flexible architecture.
- ✓ Integrates with various backend platforms, including SFCC.
- ✓ Provides extensive documentation and an active community for support.




Cons:

- ✗ Can be complex to set up and configure
- ✗ Not as many features as some other SFCC frontend alternatives
- ✗ Breaking changes and new incompatible versions
- ✗ Requires development expertise for customization and implementation.

PWA KIT VS. VUE STOREFRONT VS. FRONT-COMMERCE






Comparison Chart (as of 25/03/2024)

Category	Sub-category	 PWA Kit	 Vue Storefront	 Front-Commerce
General	Created	June 2019	November 2017	2015
	Last Version	versioning based on Salesforce releases	2.8.0	3.1
	Software Development Mode	Open Source	Open Source (Storefront UI & some Vue Storefront integrations) Proprietary (Vue Storefront Connect & some Vue Storefront integrations)	Proprietary
	Provider	Salesforce	Vue Storefront	Front-Commerce
	Agnostic	✗	✓	✓
	HQ	USA	USA & Poland	France
	Frontend Demo	Not publicly available	demo.vuestorefront.io	Demo
	Link to	GitHub: https://github.com/SalesforceCommerceCloud/pwa-kit	GitHub	GitHub
	Pricing	Included in Salesforce Commerce Cloud	Free version and Enterprise version	Pricing
	Developer Chat	Salesforce developer channels	Discord	Slack
	Long-term & backward compatibility	✗	✗	✓

PWA KIT VS. VUE STOREFRONT VS. FRONT-COMMERCE

Comparison Chart (as of 25/03/2024)



Category	Sub-category	 PWA Kit	 Vue Storefront	 Front-Commerce
Integrations	Ecommerce connector	SFCC	Open Source SFCC 2 OS Spree Sylius Odoo PrestaShop Vendure Shopware With Enterprise offer BigCommerce Commercetools SAP CC Shopify	SFCC, Magento 1 (CE, EE) Magento 2 (OS) Adobe Commerce B2B BigCommerce
	CMS	SFCC	Open Source LexasCMS Storyblok With Enterprise offer Amplience Bloomreach Content Contentful Contentstack LexasCMS Sanity	SFCC, Magento CMS API Wordpress Prismic Contentful
	Search	SFCC Search, Elastic Search, Algolia	With Enterprise offer Algolia Bloomreach Discovery Constructor.io	Algolia, SFCC, ElasticSearch Attraqt Magento Search
	Payments	Integrates with the solutions supported by SFCC: Adyen, PayPal, Adyen, Braintree, G Pay, Apple Pay	Open Source Checkout.com With Enterprise offer PayPal, Stripe, Klarna, Mollie, Adyen, Braintree, G Pay, Apple Pay	Adyen, Paypal, Stripe, LYRA / Payzen, Ogone, Affirm, BuyBox, Monext Online (Payline), Payment on account B2B, HiPay
	Tracking	Integrates with various tracking solutions, including Google Analytics	Vue Analytics Google Tag Manager	<u>Compatible with all tracking solutions within Get analytics</u> (Google Analytics, Intercom, Hubspot, Amplitude, Amazon Pinpoint..)

PWA KIT VS. VUE STOREFRONT VS. FRONT-COMMERCE






Comparison Chart (as of 25/03/2024)

Category	Sub-category	 PWA Kit	 Vue Storefront	 Front-Commerce
Tech	Release pace	Unknown	<u>Releases undated</u>	<u>Minor version every 6 weeks</u>
	Frontend CodeBase	React.js	Storefront UI (Vue.js, React.js, Qwik)	React.js
	Backend codebase	SFCC	Historically Nuxt but as of late, have adopted a hands-off DIY approach. <u>See more here.</u>	Remix (NodeJS)
	Data layer	GraphQL (Salesforce Commerce Cloud APIs)	Storefront Connect	GraphQL
Cloud hosting solution	In-house Cloud hosting solution	✗	✓	✓
	CDN	✗	✓	✓
	24/7 Monitoring	✓	✓	✓
	Continuous deployment	✓	✓	✓
	Hosted in	Unknown	Unknown	France
	Autoscaling	✓	✓	✓
	Problem Source Identification	✓	✓	✓ (For all Front-Commerce and connected third-party issues)

PWA KIT VS. VUE STOREFRONT VS. FRONT-COMMERCE



Comparison Chart (as of 25/03/2024)

Category	Sub-category	 PWA Kit	 Vue Storefront	 Front-Commerce
Other	Feature coverage	Incomplete coverage of traditional SFCC features	Covers SFCC features, but varies for other integrations	Covers 100% of SFCC features & other backend solutions (eComm, CMS, search...) even B2B
		Singular focus on SFCC. No possible compatibility with other e-commerce connectors if you decide to make changes in the future.	Fragmented offer, Storefront UI, VueStorefront Connect and VueStorefront 2. It can be hard to understand the differences; not all features/ integrations are available across all offers. Some integrations are maintained by the community, not by Vue Storefront themselves	All integrations and features are available to clients, with constant in-house support and continuous improvements. We ensure that new updates & integrations are compatible with previous versions. For example, moving from Front-Commerce 2.X to 3.X is possible in a matter of days.
	i18n	✓	✓	✓
	Multi-Websites	✓	✓ (beta)	✓
	Checkout	✓	✓	✓
	Support	Included in SFCC subscription	Only with enterprise offering	Unlimited support during build
	Offline Support	✓ via Workbox	✓ Full	✓ Basic
	AI	Not in use	In Beta	In use



Learn more about
Frontend-as-a-Service

Get White Paper →



CASE STUDY: JEROME DREYFUSS

Since 2002 Jerome Dreyfuss has been surprising us with his simple yet luxurious collection of accessories and leather goods. A lover of craftsmanship and precision, his customers have come to expect the same standard in his online boutique that he supplies offline and through his designs.

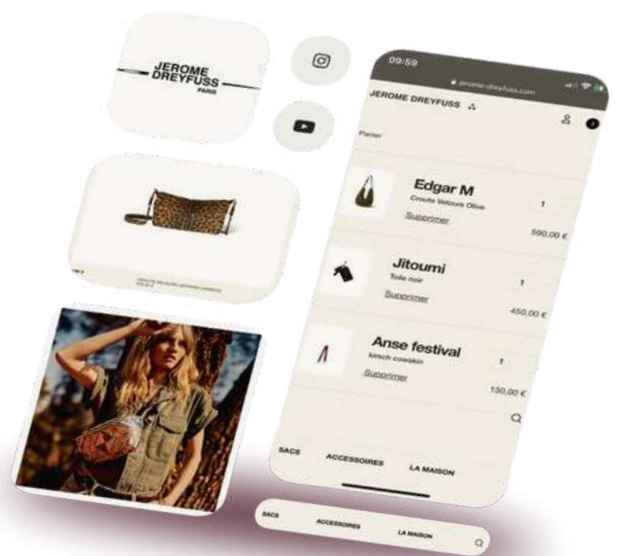
INTRODUCING AGILITY INTO AN EXISTING E-COMMERCE PLATFORM

As part of a complete redesign of their e-commerce ecosystem, Jerome Dreyfuss wished to find a way to dissociate the different rhythms and constraints of a rigid e-commerce platform. They needed room for creativity & flexibility to be able meet their customers' expectations in terms of customer experience.

Defining and giving ambition to a new e-commerce technical base is complex and impacts the teams, working methods, partners and the customer.

To solve this issue, it was proposed to separate front-end and back-end issues with a complete redesign of their e-commerce ecosystem. The goal being to allow in-depth work on the subjects that really impact their customers by moving to a headless commerce architecture.

Performance and experience were the main challenges of this new front-end while postponing the evolution of the back-end.





EVOLVING THE FRONT-END WHILST POSTPONING CHANGES TO THE BACK-END

Working alongside the agency Superspace, who were responsible for UX and design, the digital agency, Antadis, was responsible for the technical part of the project, including the migration to headless commerce and the integration of the new Front-Commerce frontend.

At the start of the project, the Jerome Dreyfuss e-boutique was running on a Magento 1 platform. The ultimate strategy would be to move to headless commerce and Magento 2.

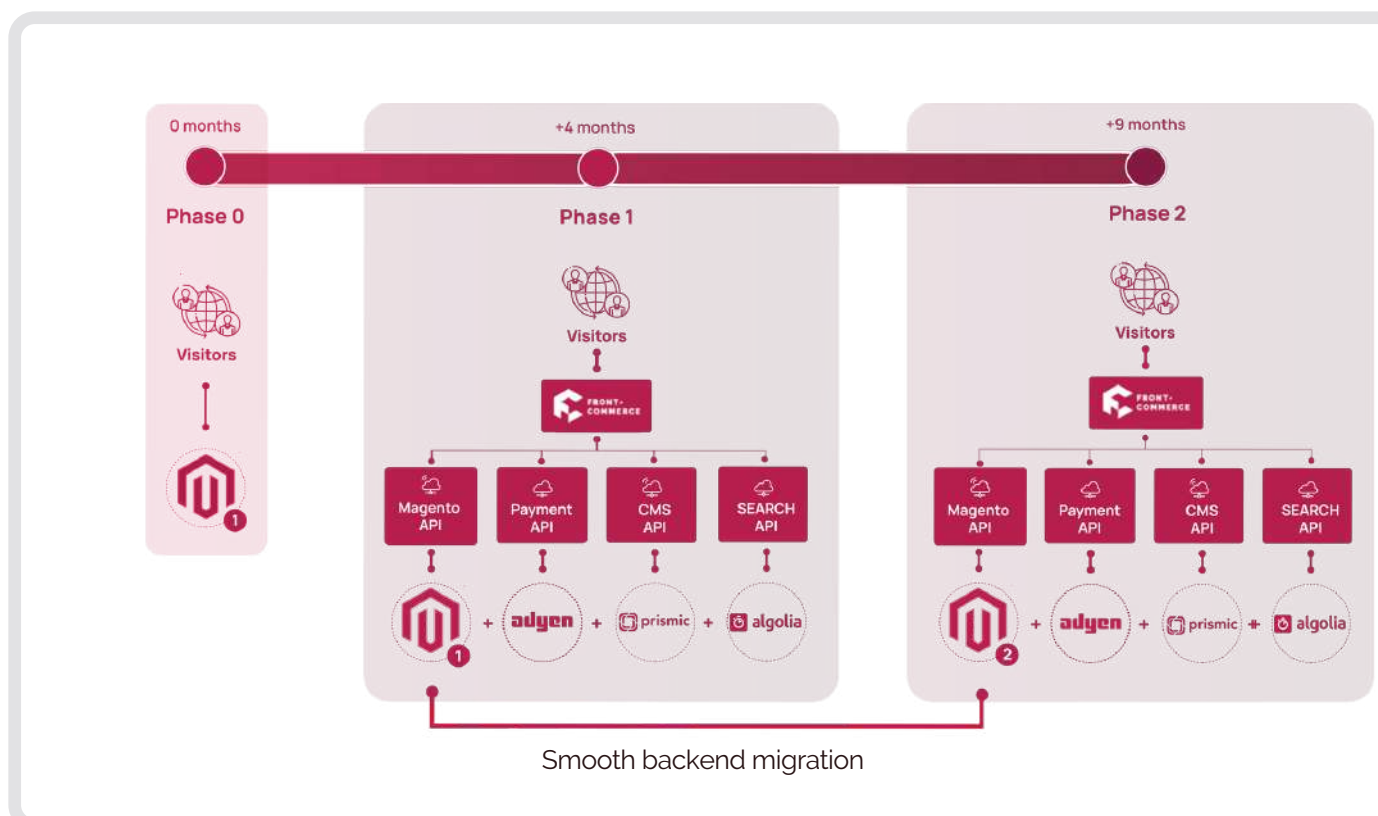
Changing both the front and back ends in one move represents not only an extremely large & long workload, but carries more risks. So, a progressive migration in two phases was planned.

Step 1

- Decouple the existing frontend & backend
- Implementation of a Front-Commerce frontend, Prismic CMS, Algolia search & Adyen payment

Step 2

- Back-end migration from Magento 1 to Magento 2



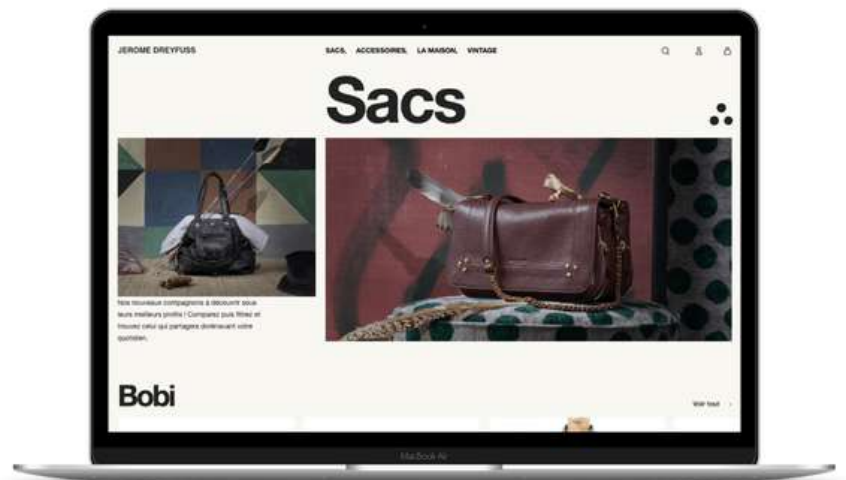


The first step allowed Jerome Dreyfuss to go ahead and roll out a redesign of their UX quickly and efficiently before undergoing modifications to their backend. The implementation of the Slice system with Prismic, helped this point entirely. This easy-to-use feature is ideal for the Jerome Dreyfuss team and was easily implemented with Front-Commerce. Allowing the construction of pages from specific blocks arranged and synchronized with languages and the Magento product catalog is a real plus for any e-commerce.

By dissociating the e-commerce logic from its storefront experience, we can push each of the two components a little further. The frontend can evolve and change with less friction, which is a real asset to go faster and adapt to new customer needs.

“A “short” time to market for an immediately visible redesign, an immersive and branded user experience, with clearly perceptible results on loading times and navigation quality on mobile.”

– Antadis



jerome-dreyfuss.com →

Click here to see the live project



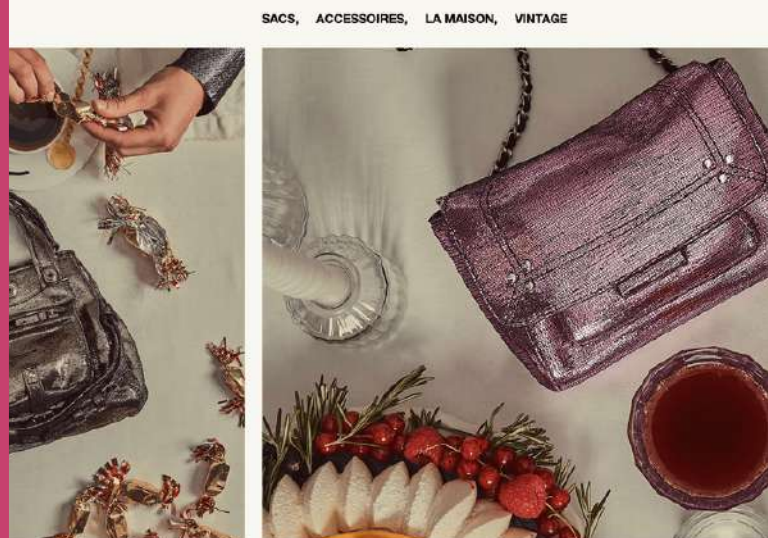
A REPLATFORMING WITH CLEAR BENEFITS

Choosing Front-Commerce and moving to headless commerce has had clear benefits for Jerome Dreyfuss:

- The user experience is much more fluid and consistent with the brand image.
- Gained an understanding of the logic of design and functional components that facilitates the evolution of the platform.
- Being able to migrate to a different backend without changing anything.
- A real fluidity of navigation on mobile.
- Complete UX freedom: the possibility to do everything you want in the front-end, without back-end constraints.

"Most traditional e-commerce engines are heavy, rigid and do not allow any creativity or flexibility. We had to find a way to dissociate the different rhythms and constraints of these two sides of an e-commerce site in order to gain complete UX freedom."

**– Thibaut Villemont,
Superspace**



Le cadeau idéal



THE BIT WHERE WE TOOT OUR OWN HORN

Front-Commerce is the only digital storefront that improves the customer, merchant & developer experience, at the same time.

An ultra-fast front-end based on PWA & MACH standards, we help brands evolve their current e-commerce platform to a headless commerce approach by integrating the back-end of their choice with Front-Commerce's best of breed technical stack based on React, NodeJS & GraphQL.

Front-Commerce does the decoupling of the frontend and backend for its clients to provide a state of the art front-end experience and a headless commerce architecture. Our solution is compatible with most backends, allowing us to integrate easily into your systems. You can stay in touch with your customers and we keep all technical considerations up to date.

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