



WEBSCALE

SOLUTION BRIEF
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Headless Commerce Infrastructure and PWA Delivery

Tailor-made infrastructure, software and services designed around the needs of headless storefronts and PWAs

Merchants and developers are increasingly adopting omnichannel strategies to deliver seamless customer experiences across any device or browser. By adopting a headless approach, where front end presentation layers are decoupled from the backend infrastructure, they gain more creative freedom, improve synergies between internal development teams, and enhance conversions and revenue as the business scales. Headless is also the foundation for PWAs, offering businesses an accelerated path to mobile, while controlling their total cost of operations.

But this journey of evolution is complex and, without proper planning and expertise, can become a costly headache. It's why Webscale One CloudOps plans offer merchants and their developers the flexibility to deploy any way they want, with tailored infrastructure, software and managed services custom-designed for headless and PWA storefronts.



Headless Commerce Infrastructure and PWA Delivery

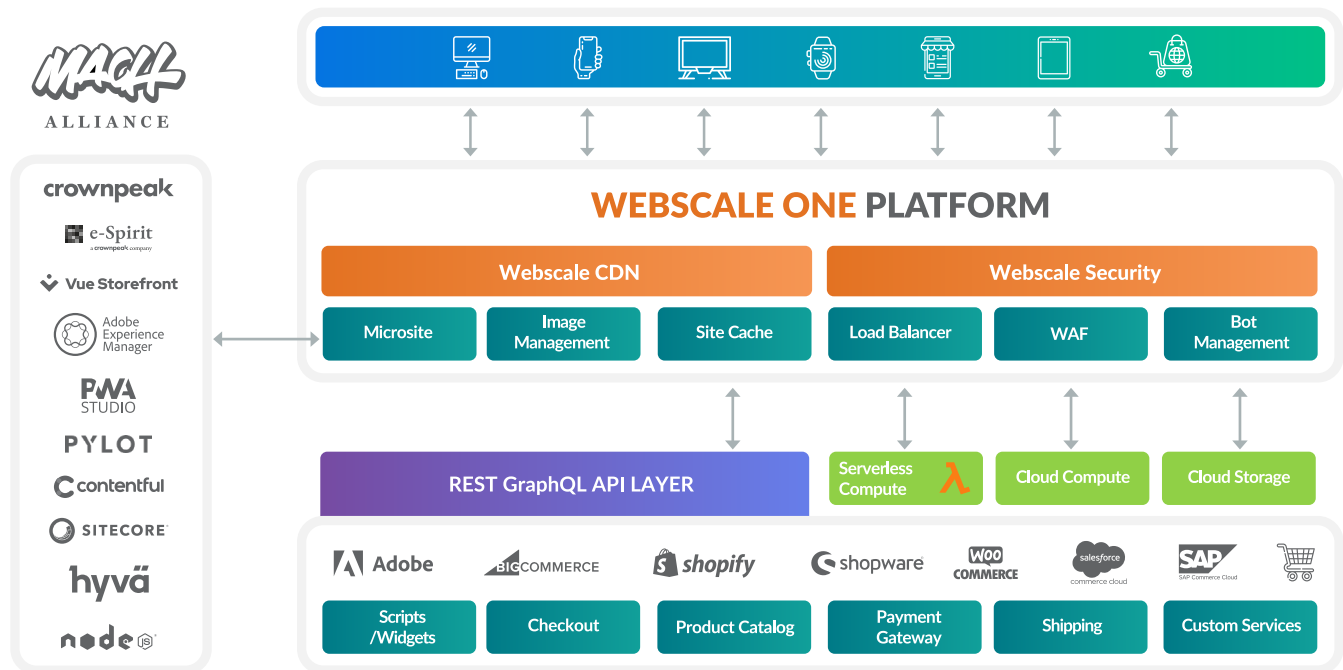
Fast Track your path to Modern Commerce



The Webscale One platform enables merchants to quickly launch PWAs that combine traditional website functionalities with the best mobile app features. Leveraging Webscale's end-to-end PWA delivery, that integrates with any market-proven open source or licensed PWA framework, or Jamstack, Webscale accelerates a merchant's ability to deliver new microservices quickly, securely, and without downtime.

Headless Commerce Infrastructure

Globally deployed ecommerce software and services platform for headless storefronts



Simplify Your Path to Headless

Hassle-free journey to headless

Webscale enables the simple and efficient management of all the infrastructure pieces needed to deliver a headless frontend, while increasing the security, performance, and uptime of the overall application.

- Deploy headless sites in any public cloud as one managed application
- Deliver rich user experiences, and gain deep observability into every aspect of your online business, from UX and performance, to their impact on conversions



Global Coverage

Choose a cloud region that's closest to your customers

The Webscale One platform is globally deployed in 75 cloud regions across all hyperscale public cloud providers, and is in use by B2B and B2C customers across all industry verticals.



Better Performance and Security, Broad Support

Advanced features for faster development and UX

The Webscale One platform makes application development and user experience faster, secure and free of third-party bottlenecks.

- Webscale Site Splice makes it easy for developers to “route” device-specific and functionality-specific needs to the appropriate services
- Webscale Dynamic Site Cache enables the caching of responses, media and API values, for a significantly faster user experience
- Webscale CDN ensures powerful image optimization with an integrated WAF for highly scalable bot protection

PWA Delivery

Accelerate the deployment and delivery of Progressive Web Applications (PWA)



Fast Track Your Mobile Strategy

Launch enterprise-class PWAs in minutes

The Webscale One platform offers enterprise-class, PWA delivery infrastructure for stores of any size, and on any platform globally – combined with industry-leading observability, speed, scalability, security, and programmability.

- Helps transform existing commerce sites into market-proven PWAs in minutes, not months
- Offers deep analytics into your user experience on mobile and other devices through the Webscale Portal
- Leverage Web Controls to take immediate action on application security and performance issues



Faster Onboarding and Lower OpEx

DevOps best practices for go-live as planned

With Webscale One's automated code deployments and CI/CD, developer teams can completely eliminate the need for non-standard development practices, expediting time-to-market, while maintaining full manageability, security assurance, programmability and compliance.

- Facilitates turnkey PWA delivery without rip and replace of legacy systems
- Enables fast setup of a reliable CI/CD pipeline for PWA delivery with automation and highly-defined DevOps protocols



Improve Lighthouse Performance Metrics

Ensure better search visibility and more traffic

In an increasingly mobile-first world, online brands need native app-like experiences, with lightning-fast load times, and device-optimized performance, to improve their user experience on smart devices.

- Webscale delivers browser requests and responses directly from the edge, with full page caching
- Retain more customers and improve conversion rates with faster page loads and improved Lighthouse scores



Deliver at Scale on Leading Ecommerce Platforms

Cloud and ecommerce platform-agnostic PWA delivery

With Webscale One, merchants can deploy any PWA framework at scale, from open source, to custom packaged and licensed solutions, from within the Webscale CDN (content delivery network).

- Supports any backend ecommerce platform including Adobe Commerce, Shopify Plus, SAP Hybris, Shopware 6, Salesforce Commerce Cloud or BigCommerce



Headless Framework Pre-integrated with PWA Microservices

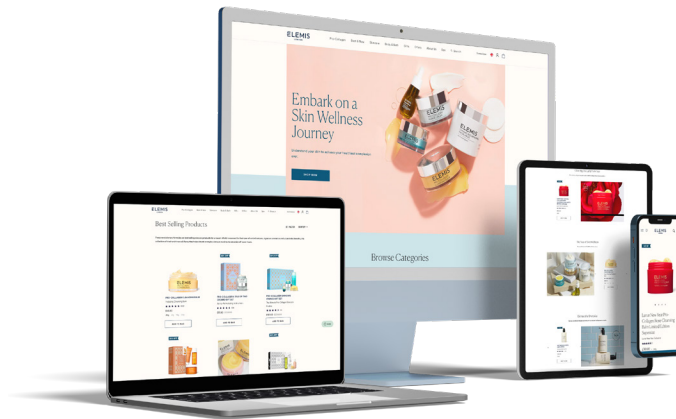
Industry leading configurability and programmability

Webscale One comes pre-loaded with out of the box native integration of PWA services delivered via GraphQL, REST, and other APIs.

- Enjoy full configurability and programmability
- Enables intelligent code execution and testing processes, from development to production

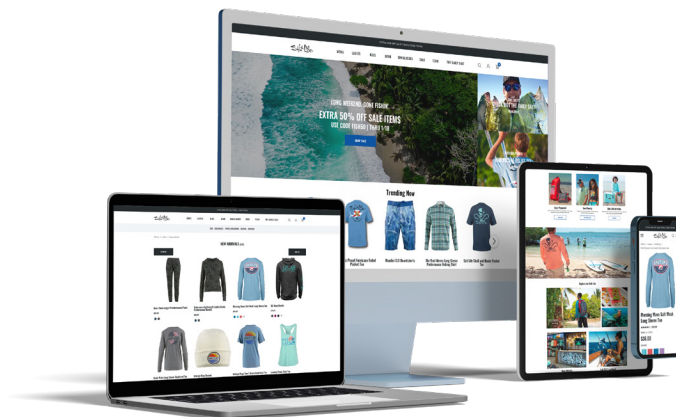


Snapshots of Few Successful Projects



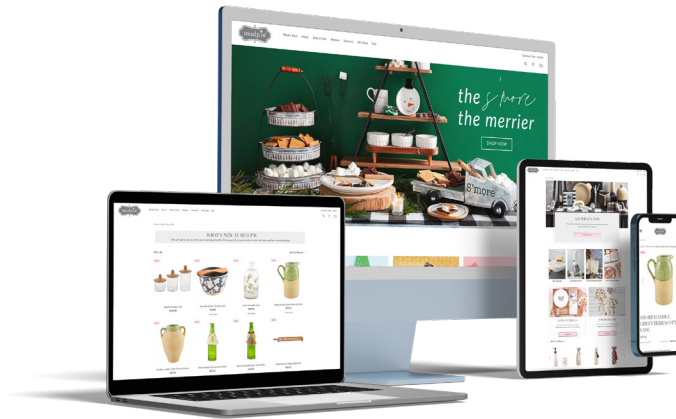
ELEMIS

- **Ecommerce platform:** Adobe Commerce
- **Monthly unique visitors (Traffic):** 771K
- **Pain points to solve:** Britain's number one independent skincare brand was building a lightning-fast PWA. They needed extra security beyond what they could receive from Fastly/PerimeterX
- **Webscale offerings:** PWA Delivery, CloudEDGE Security and Premium Support Package
- **Outcome:** Two mobile-first, 360-degree secure and equally fast PWAs to cater to both EU and US markets reported a 150% lift in transactions, with mobile conversion rates increasing an astounding 483%

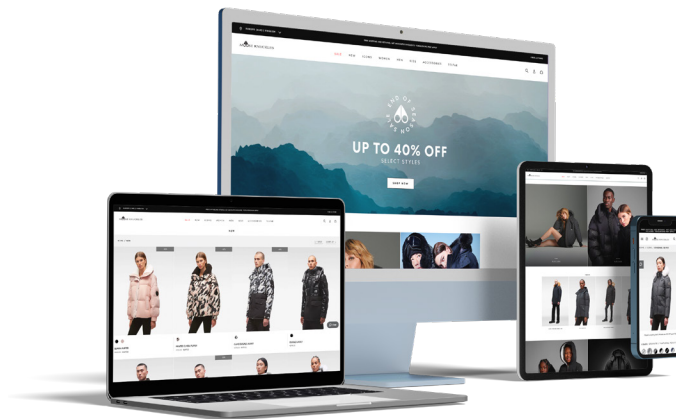


Salt Life

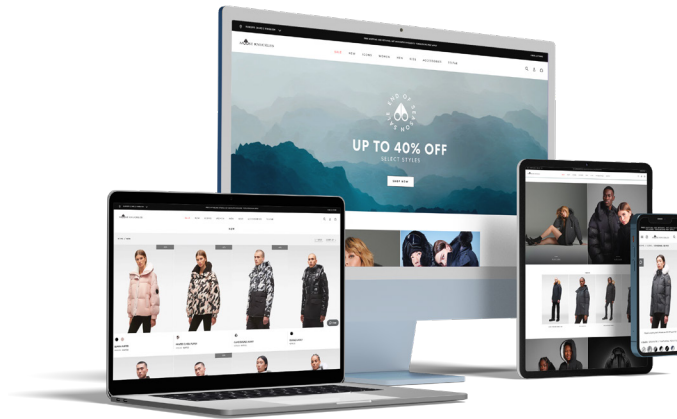
- **Ecommerce platform:** Adobe Commerce
- **Monthly unique visitors (Traffic):** 175K
- **Pain points to solve:** The foremost ocean lifestyle brand wanted their new PWA build to be super-fast
- **Webscale offerings:** Webscale Velocity and fully managed PWA Delivery on AWS
- **Outcome:** After the switch to a PWA, Salt Life saw a 40% increase in organic traffic, 50% decrease in bounce rate, and a 15% percent increase in mobile conversion rate



- **Ecommerce platform:** Adobe Commerce
- **Monthly unique visitors (Traffic):** 145K
- **Pain points to solve:** The leading home décor and lifestyle brand was experiencing high traffic and was looking for much better site speed and timely support; also tired of self-managing their Azure environment
- **Webscale offerings:** Webscale Velocity and fully managed PWA Delivery on AWS
- **Outcome:** A brand-new PWA site netting 90% increase in users starting a checkout process while losing no search traffic during the website's re-platform



- **Ecommerce platform:** Adobe Commerce
- **Monthly unique visitors (Traffic):** 293K
- **Pain points to solve:** The iconic clothing brand protecting Canadians from the cold for over 100 years now, wanted deep observability into their production environment in Adobe Experience Cloud. They were also concerned about security
- **Webscale offerings:** CloudEDGE Security, Webscale Velocity, and fully managed PWA Delivery on AWS
- **Outcome:** Super-fast and secure PWA store with significantly reduced time to resolution by Webscale for support requests



ROXANNE ASSOULIN

- **Ecommerce platform:** Shopify Plus
- **Monthly unique visitors (Traffic):** 18.3K
- **Pain points to solve:** With physical stores shut during the pandemic, the eponymous jewelry brand was urgently building an innovative web application to engage with customers in a fun way. They were particular about security and seamless routing of requests
- **Webscale offerings:** Fully managed PWA Delivery on AWS
- **Outcome:** Since launch, RA YOUR WAY, the custom bracelet configurator app makes up 13.5% of product revenue and 9.95% of unique purchases. Additionally, AOV increased 10.5%

Scan the QR code to download our latest Headless Commerce Infrastructure and PWA Delivery Solution Brief

